

Let's finish Publix' greatest year by making December its greatest month!

EXTRA!

December Drive Tips—Page 3!

Publix



Opinion

The Official Voice of Publix

Let's finish Publix' greatest year by making December its greatest month!

EXTRA!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of November 29th, 1929

No. 12

DELUGE OF XMAS BOX-OFFICE AIDS!

POST OFFICE TIE-UP SET; C'MON, PUBLIX! LET'S GO!

Acting on the suggestion of David J. Chatkin, General Director of Theatre Management, Paramount Sound News has taken a news shot of the Postmaster General at Washington making a "Shop and Send Early" plea, thus clearing the way for the avalanche of theatre ballyhoo help from your local post master, as outlined in the last issue of PUBLIX OPINION. This shot will be delivered to you in your newsreel issue of this week.

In the newsreel shot, the Postmaster General is seated at his desk against a background of "Shop and Send Early" tack cards. He addresses the audience directly and asks them to lighten the burden of their fellow citizens by doing all their shopping and sending early. The postal official closes by wishing all a Merry Christmas.

Get your last issue of PUBLIX OPINION and re-read carefully the post-office tie-up story. All the details are contained there. The smart showmen have already made preliminary preparations. With the news shot of the Postmaster General already made, you can now go to your local postmaster and show him how he can help carry out the wishes of his boss in your town by tying in with you on the "SHOP AND SEND EARLY" campaign. He will grab at the chance and thank you for giving him the opportunity to get in right with his boss.

If you haven't started working on it yet, REMEMBER THIS! IF YOU DON'T START TODAY, IT'S TOO LATE! Within the next ten days, the postal facilities will be swollen with the first Christmas sending. It will then be physically impossible for the mail men to deliver your heralds for you, and the local postmaster will be too busy to listen to you. NOW IS THE TIME! DO IT TO-DAY!

MARY—DOUG OPENING!

Broadway is looking forward with keen expectation to the New York opening of Mary Pickford and Douglas Fairbanks in "The Taming Of The Shrew" at the Rivoli Theatre tonight, (Nov. 29). Many celebrities of the social, artistic and political world will be seen at this special three dollar opening. The two stars themselves will be unable to be there inasmuch as they are now in Japan. After the opening, a midnight show will be given at popular prices.

'LOVE PARADE' A RAVE!

A brilliant and spontaneous fanfare of praise from every metropolitan critic greeted the opening of "The Love Parade" which registered another smashing success for Maurice Chevalier and Paramount Pictures. This, together with the enthusiasm of the first night audience has caused a "run" on the box office of the Criterion Theatre which bids fair to boost this picture into the "Wings" class.

The scintillating personality of the famous French "It" man is sweeping everything before him. New York is simply wild about him! And how the fans went for Jeanette MacDonald! In the terminology of Broadway, the picture is already classified as a "rave!"

PUBLIX BUILDING PLAN HITTING ON ALL SIX

With eight new and reconstructed theatres to open within the next few months, and a number of others progressing rapidly in the course of construction, Publix building program is swinging lustily along in every section of this country and England.

On Dec. 5th, the Paramount, New Haven, Conn., formerly the Olympia, will re-open following extensive reconstruction and redecoration. About the same time, the Paramount, Syracuse, formerly the Temple will open. This house has been almost completely renovated and will be one of the finest theatres of that section of the country. The theatre will be opened to the public on Dec. 6, following a special invitation performance on Dec. 5.

December Openings

During the middle of December, the State Theatre, Anderson, Ind., a new theatre with 1,700 seats, is slated to open. This will be closely followed by the Tivoli Theatre, Aurora, Ill., which will seat about 1,100. The Seneca Theatre, Buffalo, a large neighborhood house seating 2,200, will open shortly after. The Paramount Theatre, Brainerd, Minn., seating 900, is also slated for a De-

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COLD REASON

Mr. Katz has always been dubious about loosely organized and infirmly founded drives. It has always been Mr. Katz' policy to foster an even distribution of effective effort and thought, stimulated only when sound reason and circumstances warrant.

Your December Drive, however, is certainly warranted by the presence of two powerful factors. The first factor is the threatened "opposition" due to the public's December money and time being monopolized by Christmas shopping. This is sufficient, if unopposed, to take away box office support for at least two weeks. The second factor is the opportunity Publix has to furnish attention-shocking attractions of first magnitude, during every week in December. This has not been possible heretofore in December.

With these two factors before you, sufficient reason is present to justify the December "drive month." In addition, the idea of diffusing the Christmas shopping rush over four weeks instead of two weeks, strikes a note of popular sympathy and appeal which enlists unlimited local influence in behalf of your enterprise. When a real showman considers all these optimistic possibilities, the month of December then becomes a golden opportunity to accomplish what any red blooded person always seeks to do—engage in a test to determine whether or not the necessary degree of grit, confidence, salesmanship, showmanship, courage and intelligence is present to win a good, stiff fight.

CIRCUIT 100 PERCENT READY FOR SMASH ON BIG DECEMBER DRIVE

William M. Saal, Director of Film Buying and Booking, calls Publix attention to "Decemerosis," a disease, with which he says four out of five "habit-slave showmen" are afflicted.

"This is the first December in the history of the motion picture theatre that we are exhibiting "New Show World" or talking pictures in our theatres 100 per cent. Last year at this time, we only had one distributor's product that was really 100 per cent talking—Warner Brothers. Paramount came just after the first of the year. Your selling of talkies was, therefore, limited. This year, however, you have a picture lineup that has never been equalled or approached at any time.

"Mr. Katz launched the December Drive not only to stimulate but to stabilize our business in a month that is traditionally the worst in the year. The fundamental element remaining, that is necessary before proper results can be obtained, is individual initiative in attacking your problems.

"The greatest single thing that everyone connected with our organization has to conquer first is the fear complex that has been passed on to us from the vaudeville and legitimate theatre. Their

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CRITERION HAS BEST N. Y. SOUND

Publix superior showmanship is once again recognized in the award of a bronze plaque recently made by the Exhibitors Herald-World to the Criterion Theatre, Publix \$2 house on Broadway, for being the best sound house in New York. In making the award, excellence of reproduction and acoustics were considered.

The award by such a leading authority in the motion picture world, although certainly a tribute to the Western Electric Company for the equipment and installation, is particularly significant in that it shows Publix consistently leading the theatre operating industry, irrespective of what changes or development that industry might undergo. Manager John Goring of the Criterion Theatre, the Projection Department and its representatives in the booth, the stage hands and every member of the theatre staff that has anything to do with running the equipment have every reason to be proud of the just reward for their efforts.

HUNDREDS OF PRACTICAL IDEAS ARE OFFERED

Analyzing the returns on PUBLIX OPINION'S request for airmail-special delivery letters suggesting box-office ideas for December business, proved to be one of the biggest thrills the Home Office has had in many months.

Nearly every letter indicated a high degree of showmanship, and thinking. Practical things to do were the principal suggestions. Oddly enough, a unanimity on less than a dozen ideas prevailed. Good, sure-fire, tried-and-true plans that are rooted in successful experience, made up the bulk of replies received by Your Editor. The best of these are given to you for consideration and early application. You will find them on page 3 of this issue, in continuation of this story.

The ideas given here represent only those that were received and analyzed up to November 22. Our deadline was November 29 for replies eligible in the awarding of the sixteen gifts offered by PUBLIX OPINION.

Therefore in our next issue, you'll get another pageful of those suggestions which in the judgment of the award committee, merit the prizes. A future issue will apprise the winners of result of their contribution. This judging committee is composed of Messrs. Katz, Dembow, Chatkin, Botsford and Serkovich.

Replies from the Home Office, from district offices and from the field, will be judged strictly on their merit in point of application.

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Important!

Don't order any Christmas greeting trailers locally! A special Christmas short subject, with appropriate musical accompaniment, is being prepared by the music department and will be forwarded to all theatres.

This, of course, must not be confused with December Drive attractions trailers to follow the newsreel shot of the postmaster general, which should be made locally.

BROADWAY TOUR PLANNED FOR RADIO HOUR

Broadway, the heart and soul of the theatrical world, brilliant and glamorous, will be the background for the regular Paramount-Publix radio hour Saturday night (November 30) when it is nationally broadcast from Station WABC and associated stations of the Columbia System at 10 o'clock (Eastern Standard Time).

Led by Paul Ash, who is known to theatre goers as an ace master of ceremonies, the radio audience will be taken on a musical tour of Broadway night life which includes seven of the leading smash hits now playing in New York, one famous night club, and a motion picture studio.

After the introductory musical selection which is to be a special novelty, Paul Small, accompanied by the Paramount Radio Orchestra, is to sing "Back In Your Own Back Yard." Then will come a succession of outstanding musical numbers from the shows. Included are: "George White's Scandals"; "Moanin' Low", from "The Little Show", sung by Veronica Wiggins and the Paramount Four; "Great Day" from the play by the same name; "Don't Ever Leave Me" from "Sweet Adeline"; "A Ship Without a Sail" from "Heads Up"; "I'll See You Again", from "Bitter Sweet"; "Kinda Cute"; from Earl Carroll's Sketch Book.

Then the audience will be given the opportunity of hearing melodies from "Glorifying the American Girl," now being produced at the Paramount Long Island studio under the personal supervision of Florenz Ziegfeld and which is to be released in the near future.

This will be followed by an atmospheric musical arrangement which is to depict the life and gaiety one of the New York's famous night club.

John Carlile is the announcer of the Paramount-Publix hour.

PUBLIX BUILDING PLAN HITTING ON ALL SIX

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December opening. For the middle of January, the Paramount, Montgomery, Ala., a beautiful new theatre seating 1500, is scheduled for opening. The remodeled Capitol Theatre, Cheyenne, Wyoming, a 900 seater, will open approximately Feb. 1st.

Among the other theatres in the process of construction are the ones in Middletown, and Peekskill, N. Y., both 1500 seaters and progressing rapidly. The foundations for the 2300 seat theatre in Denver, Colo., are complete and the sub-contracts for the balance of the project are being drawn. In Stapleton, Staten Island, where Publix will put up a 2300 seat theatre, to be called "Paramount," the old Vanderbilt mansion has already been razed from the site and a decision is being awaited from the city as to property line.

Work Humming

In Ft. Wayne, Ind., work has been started on the "Paramount" there, which will be a de luxe 2400 seater. The 2750 seat theatre in Manchester, England, is progressing satisfactorily. Wrecking and excavating have been completed in Lynn, Mass., where Publix will build a 2500 seat theatre,

and backfilling has been started. Reports from Salem, Mass., where another large theatre of 2300 seats is being built, indicate that things are humming there too.

Contracts have been let out for the new Publix theatre in Nashville, Tenn., and work will soon start on the 2,000 seat theatre to be built there. Reports from Hammond, Ind., where Publix is also building, indicate that everything is progressing satisfactorily there. Work has been started in El Paso, Tex., on the 2400 theatre Publix is building there.

The Bellevue Theatre, Niagara Falls, which was negotiated for by Michael Shea and which will be operated by Publix in conjunction with the Shea Company, opened Thanksgiving Day.

HERE'S A GOOD DECEMBER DRIVE STUNT!

As a result of the classified ad tie-ups run in PUBLIX OPINION, George Henger, of Director Thornton W. Sargent's Department of Publicity and Advertising, Publix Skouras Theatres, St. Louis, has placed this stunt with the St. Louis Star as a means of exploiting its Christmas Gift Suggestion Page. The ads begin on Nov. 29th and continue to run until Christmas, using stills from pictures playing or coming to Publix-Skouras Theatres.

This proves once more what PUBLIX OPINION has always insisted, that the newspapers are anxious to use stills of your stars and pictures because of their known and acknowledged faculty of attracting the eye. Note how the stills, accompanied by the name of attraction and theatre, dominate the ad. The St. Louis newspaper was smart enough to realize that this is an excellent means of attracting attention to the ads on the Christmas page with their own office ads.

Starting Today!

A SURE SHOT

For the Guidance of Holiday Shoppers

BEGINNING today and continuing throughout the Christmas shopping period, a daily page captioned "Xmas Index" and devoted to the featuring of choice gift suggestions, will be offered readers of The St. Louis Star. This feature, which appears in the classified section on Page (?) of the paper, will save holiday shoppers time and money, prevent the physical strain of crowds and relieve the worry of what to buy and where to buy it. Make use of it after today—

Read the XMAS INDEX Today

The Business Establishments Named Below Are Cooperating With The St. Louis Star in Presenting the "Xmas Index" Daily

The Thoughtful Husband

Gives His Wife something Useful For the Home...

Giving your wife a gift that lightens her housework, at the same time producing a cozier, prettier home, displays a respectful regard for the needs of the housewife and the home. It's a sure way to the heart of the one you love, too.

Readers of The St. Louis Star will find a large selection of gifts appropriate for the home in the Xmas Index appearing on page (?). Avail yourself of the aid this feature offers and join the "thoughtful" husbands, who seek not only "peace on earth" but "good will at home."

Read the XMAS INDEX Today in THE ST. LOUIS STAR

"Milady's Boudoir"

One of the Many Gift Subjects Featured in the

XMAS INDEX

Today in THE STAR

"A THING OF BEAUTY is a joy forever." Whether it be an article of apparel, an art object or a Christmas gift, it is sure to meet with approval and appreciation when received as a Christmas gift. The Xmas Index which appears in the classified section of The Star today presents a large number of pertinent beauty aids for milady's boudoir. Reading them and making selections from this page of gift suggestions today and every day of the holiday shopping season—will save you time as well as money.

THE ST. LOUIS STAR

Only You Can Give YOUR Photograph

THROUGH life's fleeting years a photograph stands out as a priceless treasure. It mirrors our childhood, reproduces our youth, reflects our future years. A picture is the value of a gift costing comparatively little is provided your relatives in a photograph of yourself, a member of your family or a group including members of your family. Many attractive offers are presented today by reputable photographers in the Xmas Index on page (?) of The Star. Read their offerings and avail yourself of the special holiday values featured.

Read the XMAS INDEX Today THE ST. LOUIS STAR

Circuit Ready For Smashing Profit Drive

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theory is that certain days, weeks and months are bad, and that people will not patronize the theatre during that period. This is pure "bunk."

"I can remember that when the months of May, June and July approached, the distributors either discontinued releasing pictures or threw in their 'cluck' pictures that they had been saving all year. Consequently, the showman

was resigned to his fate and he became stagnated. This was passed on to the public and the business was considered a nine months affair. December and Holy Week killed more time.

"You all know this bugaboo was dispelled by Publix resourcefulness and showmanship. These same showmen are now training their guns on one of the last and greatest obstacles to the stability of our business—'Decemboresis.' Four out of five 'habit-slave' showmen have 'Decemboresis.' 'The titanic struggle is here. The Departments of Booking, Management, Advertising, Music and all others have marshaled their reserves and the circuit will reach its objective.

"If you are not properly equipped, or if some department has not given you your proper help,

then wire or telephone to your nearest District Manager or District Booker, and do it quick. But if worst comes to worst, do something you should have, fail to arrive, just jump in and fight anyway, because help will be at hand. No good fighter ever licked no matter what obstacles were in his path.

WATCH SPELLING OF ACTOR'S NAME

"It has been called to my attention several times that Fred March's name is being misspelled in theatre advertisements around the country," writes Arch R.

"As you know, his name is FREDRIC MARCH, but it is only misspelled: Frederic.

HERE'S DECEMBER DRIVE AMMUNITION!

PRACTICAL IDEAS ARE OFFERED

(Continued from Page One)

cation to December business.

In the ideas presented herewith, starting page 1 of this issue you will find greatest effectiveness if put into work immediately. Read them carefully, and go over your back issues of PUBLIX OPINION for the last four weeks. Make notes of those things you feel you could do for your theatre. If you launch fifty things for each of the four weeks in December, and only ten ideas or stunts are completed, you'll still have a great average.

If you actually register fifty ideas on each of the four weeks in December, you'll have accomplished a super-showman's job of selling—and your 31-continuous days of December profit will be assured. The main idea is to have plenty of selling effort in December, instead of the customary December losses that are usually due to non-thinking and non-working showmen who are willing to "take it on the chin, and laying down."

Publix-Balaban & Katz

Splashing the slogan "1929 Ends In A Blaze Of Entertainment Glory" on every bit of poster, ad, and trailer copy, Publix-Balaban & Katz, Chicago operation is off on a big start for its 31 continuous profit days in December. A supplementary slogan reads: "December will be a month of unusual values in our theatres."

In the loop district, one department store printed and distributed 400,000 tabloid 12-page newspapers, devoting a full page to all of the December attractions in Publix B&K loop theatres—exactly the thing PUBLIX OPINION suggested to you last week. While we were suggesting it, B&K merchandisers were doing it. The arguments printed in last week's paper, plus a few passes devoted to a contest in the "tab" put the stunt across.

B&K also tied up the post office, as usual. That's where the post office tieup originated—five years ago, when Oscar Doob hooked Xmas shopping onto Harold Lloyd's "For Heaven's Sake, Shop Early," and got a poster on every mail box, mail wagon, and free herald-distribution via postmen.

Great-States and Fitz-Patrick-McElroy

"Big Show Month" is the way the December campaign is being sold to the public in the Great States and FitzPatrick-MacElroy districts and the preparations made by Madeline Woods for ballyhoos throughout the month mean that the holidays will have little chance to interfere with receipts.

To impress the public with "Big Show Month," cash prizes should be given for brief comment on the pictures being played. Everybody wants cash for Christmas, everybody will be impressed by the quality of the products.

Get the employees in your theatre to consider ways of improving business during this month. Let them who make workable suggestions help carry them out. Interest and united effort will help build receipts.

In all your ads mention free checking service.

Co-operate with merchants on early shopping stunts. Make the store keepers hand out coupons good for admission to the theatre to all those who buy a certain amount of merchandise before the Christmas rush. For every coupon presented for admission the merchant must pay the REGULAR PRICE. Details as to whether these are to be matinee or mid-week evening tickets can be worked out to suit local conditions. Under no circumstances should these tickets be given to the merchants at a discount.

Where the drawing contest was not used as a Thanksgiving stunt, it can be utilized as a Christmas money-getter. Have the school children make drawings of Santa Claus, arrange for window displays, have a local committee pick the winners, and make the announcement and award the prizes in the theatre.

Try a street car tie-up for the month of December. It has been put over successfully in Joliet for the Monday night slump, and the transportation company is more than satisfied. Signs carry the legend "Ride the street cars to Publix Theatres. Avoid parking problems. Get a free ride home! Ask the conductor." Expense for the free ride is borne by the car company.

If arrangement cannot be made with car company try to arrange reduced taxi rates during this period. People attending matinees will receive tickets entitling them to this reduced fare. Women will be interested especially those who must take their children with them while shopping.

Show the merchants how reduced car or taxi rates will attract buyers from out-of-town. Get their support in putting this stunt across.

Try to tie-up with a local dancing teacher for a Christmas show given by the pupils. This is being done in Anderson, Indiana, by Harry Muller, manager of the Paramount Theatre. Show should not take more than thirty minutes, and should not run more than three nights.

Try to get the stores to enclose your heralds, dodgers, programs, etc., in their packages. If they won't, perhaps you can provide the stores with stickers or gummed tape which will carry an advertising message. If storekeepers will permit it, imprint the large shopping bags which they give their customers this time of the year. If necessary, go fifty-fifty on the cost of the bags.

Olympia, Broadway Chelsea, Mass.

Co-operating with a "Shop Early—Trade in Chelsea" drive the two Publix Theatres have made arrangements for a picture—pass contest.

The newspaper cameraman will snap a picture of part of the crowd in front of the various stores along Broadway. Part of the picture will be ringed off. Those whose heads appear in the circle when the photo is published in the paper will receive passes to the Publix theatres from the merchants in front of whose windows the picture was taken. These pictures will be taken every day for a number of weeks.

Chas. A. Goldryer and Herman R. Claman are managers of the Olympia and Broadway Theatres, respectively.

Paramount Theatre Springfield, Mass.

An active "Shop Early Campaign" has been worked out for Springfield, Mass., by Herbert Chatkin and Myron Shellman and is rapidly being put across.

The Chamber of Commerce, the newspapers, and the post-office have been lined up with the theatre. So enthusiastic was the post-

HE DID IT FIRST!

Following the instruction of PUBLIX OPINION, Harry McWilliams, Director of Publicity and Advertising of the Toledo Paramount, got 5,000 of these Shop and Mail Early cards (actual size, 22 x 14 inches) placed by postal employees—2,500 of each. Merle Clark is the organist and Paul Spor the M. C. at the Toledo Paramount. In addition to these, 200 process cards are being placed in post office branches. C'mon, boys! Let's see you duplicate it!



master over the "Mail Early" idea that he appointed Mr. Chatkin director of publicity for the Springfield post offices.

It is planned to have large posters used on all delivery vehicles in the city including post office wagons. Large heads of stars like Nancy Carroll, Clara Bow and others will appear with copy. Nancy Carroll says, "Shop Early and Avoid the Rush." The use of the stars will of course sell entertainment.

Sterling Theatre Greeley, Colo.

An unusual idea for a herald comes from Manager C. T. Perrin. A special herald will be used with a hole out in the center of it. Through this will appear copy reading, "XMAS BARGAINS." Women opening these heralds will find inside copy on the bookings for the entire month. The outside of the herald will be blank except for the words showing through the hole.

Rialto Theatre Denver, Colo.

This suggestion for a selling Santa comes from Manager M. D. Cohn. A proper looking Santa Claus will distribute candy, pop corn, etc., to children in the streets and stores. Rialto plugs will appear on his hat and on the sack that he will carry. Stores that he will visit will be asked to mention the fact in their advertising. The same Santa will put in time at the theatre promoting happiness and helping with front house publicity.

Publix Theatres Rock Island, Ill.

Mr. Emerson has promoted an automobile to be given away Christmas Eve. Tickets are being distributed three weeks in advance.

Mr. Cummings has made the following suggestions.

"Discarded Toy Week." Have local organizations hold contest to see which can get most discarded toys through help of the Publix Theatres. Newspaper publicity of course. Old folks home inmates repair 'em to give to Orphans Home Kids.

Giving away bank accounts on Christmas Eve. Everyone coming to the theatre that night will be given \$1.00 with which to start an account. Money cannot be touched for one year. Draw from stage, for awarding to some in the audience paid up accounts of \$10.00, \$25.00, \$50.00, and a

grand prize of \$100.00. Vary amounts to suit conditions. This will all be done by the bank at no cost to the theatre. Bank will also take care of newspaper advertising. All ads carry complete "selling ad" for your current attraction.

Try Midnight Shows. Records show that they proved successful last year.

Rivoli Theatre Muncie, Indiana

Harry Arlington advances several pointers for the use of radio. Suggestion is that talks building up coming programs at the theatre, and radio programs consisting of local talent be presented during regular radio period this time of the year. See back numbers of PUBLIX OPINION for ideas regarding radio exploitation.

Paradise Theatre Chicago

Harry Lustgarten advances an idea for the use of special stage money carrying advertising messages.

Tying up with a newspaper and the local chamber of commerce, have special "Shop Early Money" printed. Front of it will carry that message, plus the district in which the shopping is to be done. The back will carry the December attractions of the theatre. Cost of

printing will be borne by the local merchants who will distribute the money.

Alabama Theatre Birmingham, Ala.

Robert C. Frost sends along an idea for building supper shows which he credits to his secretary.

During the weeks of Dec. 9 and 16, department stores will issue cards to their employees entitling them to matinee prices up to 6:30 p. m. Since stores close at 6:00 p. m. these employees never have a chance at bargain prices. This will give them an opportunity to fill the theatre before the eight o'clock show and of course will help fill the theatre during two of the bad weeks.

Kentucky Theatre Lexington, Ky.

From the Kentucky Theatre comes the suggestion that the Christmas shows be sold during December 1 and 10 from the screen and in Sunday ads. Reason is that during the Christmas season the pages will be too crowded for theatrical advertising to get a break and so this advance building up is suggested. Some street exploitation should be tried during this period because streets are almost always crowded with people full of the holiday spirit.

Colfax Theatre South Bend, Ind.

M. A. Baker presents a plan for the distribution of food for the needy in name of current screen star during Christmas. For about a week prior to the holidays, admit children bringing potatoes to the theatre. Tie-in with some local organization like the Elks which will attend to the distribution on Christmas. Newspapers will go strong for this stuff.

Empire Theatre San Antonio, Tex.

A chance to cash in on the national radio broadcast is explained by G. M. Purcell of the Empire Theatre, San Antonio.

Hook up with the Paramount-Publix Hour through local station announcer. At conclusion of program have him make announcements regarding early shopping, current attractions, bargain matinees, and the checking of packages.

In addition, arrange for a big Shop Early parade through local Retail Merchants Association. Have parade headed by post office trucks. All banners should tie in the name of the theatres, current attractions and coming attractions.

POISON !!! WARNING !!!

Look out for monoxide poison gas!!

If you ever use the idea given in last week's PUBLIX OPINION on page 10, which shows the automobile-driven TALKING 24-SHEETS THAT MOVE, remember that it is a shut-in structure which imprisons the POISON MONOXIDE GAS from the AUTOMOBILE EXHAUST.

Therefore, be sure that the TOP is completely open, and ALSO that your 24-sheets are mounted on cheese cloth, with PLENTY OF BIG AIR-VENTS on all four sides. Monoxide poison-gas from an auto-exhaust works fast, and is deadly! Don't take ANY chances! Don't be afraid to lessen the artistic appearance of the display by over-emphasis of air-vents! If you don't make this precaution your FIRST consideration, DON'T DO IT AT ALL. This is an order from Mr. Chatkin, and concurred in by both our medical and insurance departments. You can't even do it on your own responsibility. Don't bolt a pipe-extension onto the auto-exhaust and trust it to carry off the poison-fumes. It might jolt off, and poison the driver. Also, this perambulator needs two people. One to drive it, and the other to be the "observer."

STUDENT MANAGERS TAKE UP SELLING

BARRY SPEAKS TO CLASS ON ADVERTISING

"Selling is the guts of showmanship," declared Jack Barry, director of personnel, in a talk before the men of the Manager's Training School that opened the advertising course, "and advertising is selling!"

Starting in the sixth week of the course, the work on exploitation and advertising will run for five weeks, a sufficient indication of the importance which, it is felt by Elmer Levine, head of the school, the subject deserves.

"The manager of a 1,000 seat house," Mr. Barry explained, "can make 1,825,000 sales every year. He must sell to persons of all ages, and of various intellectual powers, he must sell his product for 365 days in the year and not just during any periodic selling season. His selling time on any one product is limited and once his program has changed he has lost for ever the opportunity to sell more of that commodity. The nature of his business is such that he cannot afford to decrease his efficiency for even the shortest while, because the resulting losses can never be made good."

Sales Resistance

Among other things, Mr. Barry considered the various factors that make up sales resistance and stressed certain basic principles of advertising. These principles appear elsewhere on this page.

After Mr. Barry's talk, the question of lobbies was taken up. It was agreed that the function of a lobby is to make immediate ticket sales, sell the institution, and provide a means for supplementing other advertising. Type of patronage, the policy of the house, and architectural background must be considered in the preparation of all displays. From time to time the effectiveness of the lobby should be checked by actually taking account of the people that pass in an hour, those who notice displays but do not read them, those who read but do not buy tickets, how many read and go into the show, what comments are made.

Later in the day, type and type faces were explained by Mr. McCambridge, a representative of the Hanff-Metzger advertising agency. Examples of various faces were shown through a stereopticon, and the considerations governing the use of each were discussed.

Engraving Talk

On Tuesday, a lecture on photoengraving was given by Mr. Grossbeck of the Walker Engraving Company. The differences between line-cuts, half-tones, etchings, lithographs, etc., were explained and the steps taken in their manufacture were given in detail. In the afternoon, the plant of the Walker Company was visited and the men had an opportunity to see the processes they had heard about.

The following day the students visited the Supreme Ad Service, an organization specializing in the setting of type, and here the mechanical aspects of typography were observed. A visit to the National Electrotype Company in the afternoon made clear the purpose and the manufacture of electrotypes.

The remainder of the week was devoted to layouts and copy. There was a brief talk on methods of properly computing the spacing of copy within a definite type area, how to indicate, by means of a layout, what is wanted, and how to read proof. In the afternoon, Mr. L. S. Reese in charge of layout at Hanff-Metzger's, discussed the ways of securing various effects through different designs of type and illustrations.

MAKE YOUR ADS SELL!

The following principles were listed by Mr. Barry in a talk on advertising before the manager's school.

1. Get the attention of your prospect.
2. Interest and convince the prospect.
3. Be sure that your ad moves to sales.
4. Always consider the feminine angle. Women are responsible for the greatest proportion of movie patronage.
5. Always consider the mental age of your readers. Be simple in your expressions and elemental in your appeals.
6. Establish a reputation for reliable advertising. This does not mean that you must rate the picture for your patrons, but avoid any statement which your readers will find to be untrue.
7. Now that sound has been fully accepted, sell the voices of your stars just as faces and figures were sold in the past.
8. There is a difference between announcing and selling. Don't just announce. Sell!

Some Dimmer Evils and Their Remedies

Choose a dimmer of the same rated capacity as the load you are going to control.

When dimmer capacity is higher than the load, the light will not be dimmed out entirely and changes in brightness will be sudden instead of gradual.

If the dimmer is of lower capacity than the load it is compelled to carry, the cut out will occur too rapidly and the dimmer will be burned out in time.

After dimming out lights,

switch off the current. Current which has been cut out by the dimmer but has not been cut out of the circuit registers on the meter.

Accumulation of Dirt Means Loss of Light

On the average there is a 20% loss in the efficiency of light equipment in a month because of the accumulation of dust and dirt on lamps and reflector surfaces.

Wash and clean all lamps once every three months.

Have them wiped with a damp

ESTIMATING SIZE OF SIGN LETTERS

Interior signs are part of the service and courtesy that have been developed between the theatre and the patron. Have such signs wherever they can be useful in guiding patrons or in facilitating inside traffic.

There is a definite formula for the size of letters in signs. Whether your signs are self made or purchased make sure that they conform to the following.

The greatest viewing distance in feet divided by thirty-six will give the height of a letter in inches. For a viewing distance of 72 feet, for instance, a minimum height of two inches per letter would be necessary. The width of a letter should be 60 per cent of the height while the space between letters should be 40 per cent of the height. The color of the letters should contrast with the surroundings while the sign itself should be placed at right angles to the traffic.

cloth once every month.

Dry wiping is not very effective and costs almost as much as damp cloth wiping. Do not resort to it.

Every consumer pays for quantity of light. Keeping lamps clean is a greater economy than paying for light you do not receive.

THE ELECT

By Ed McNamee

Here is brief dissertation for your speculation

On certain crusaders today; Astronomical ravers and printing-press pavers

Who've built up a new Milky Way. Now a movie star's rising needs most advertising.

Except—well, perhaps now and then; But the genii of starlet is really the varlet

Who lives in an old fountain pen. So cast no aspersions upon the diversions

Of the publicity bunch. With happy capacity and perspicacity

They deliver the punch. Some stars that are haughty, conceited and naughty,

And worth a Gargantuan sneeze. Were sure enough "shoooshed" until somebody pushed

Them up on a typewriter's keys. There have been productions that raised obstructions—

A salesman de luxe couldn't sell. That were saved from derision and legal collision.

By ads that outdistanced the smell. So producers don't eschew 'em, directors ne'er boo 'em.

"God bless 'ems" their constant refrain. The female stars love 'em, there's no one above 'em.

This proud protoplasm of brain.

SCHMIDT TAKES POST AT DETROIT

Art Schmidt, who for three years has been principal aid to Oscar Doob as director of Advertising and Publicity for the Publix-Kunsky operations in Detroit, was given charge of the entire department when Mr. Doob resigned a few weeks ago.

Mr. Schmidt, beside being a noted newspaper writer, has had wide experience as a sales executive, in addition to intimate knowledge of the theatre. Lou Smith, formerly with United Artists, in Brooklyn, has been added to the Detroit department.

Statue Illumination Requires Much Care

Be careful in illuminating statuary that lights from at least two directions strike the object. Lights should be of different intensity so that certain shadows will predominate but will not be sharp. Different colored lights can be used effectively, for example blue and green, amber and violet, red and blue.

In all decorative work, conceal the light source. Never permit the light to be annoying or to interfere with the proper darkness for picture projection.

Exit lights should be made to harmonize with the house decorations in so far as local ordinance permit.

Coves and niches decorated with gold leaf reflect all colors properly. Blue and green have muddy appearance. Yellow, red and orange can be used with good results.

High Wattage Lamps Should Not be Dipped

It is impracticable to dip and higher wattage lamps because such lamps are generally gas filled and the dip would burn rapidly.

Using clear-glass and daylight lamps in an outdoor sign will cause the sign to appear black the day time.

Gas filled lamps have a tendency to break when hit by rain drops and hence, should not be used in outdoor displays without the protective devices.

In displays depending on optical illusion of motion, increasing the light will slow down apparent motion while decreasing the light will seem to quicken action.

SOUND TRAIN INVADES THE WEST!

Publix Entertainment Specials are making a great stir in the West. Wherever they appear, vast crowds collect and they are told about the unrivalled excellence of Paramount pictures and Publix Theatres.

The lower photograph shows the sound train at the Scottish Rite Hospital For Crippled Children, Dallas, Texas. In the upper photograph, the train is shown visiting the Old Folks Home in Omaha. The Mayor of Omaha and the Governor of Nebraska both welcomed the Publix Special and each had a long ride through the streets of Omaha. Specimens of newspaper publicity in Dallas and Omaha are shown above the photographs.



DEAF CAN HEAR PICTURES AT THE ROYAL

Here's a new way to go after deaf patronage at no cost to you. Acoustic receivers, enabling deaf patrons to listen to talking motion pictures, have been installed in one section of the loges at the Publix Royal Theatre in Kansas City by Manager E. S. C. Coppock.

The stunt not only brings the patronage of deaf persons and their friends, but won newspaper space by its novelty and created a wave of mouth-to-mouth advertising.

Four microphones and a battery box were placed on the front wall of the balcony rail. A section of the seats were equipped with receivers, each having individual volume control. Wires connect them with the microphones.

Manager Coppock sold the district office of Dictograph, manufacturers of the Acousticon sets, the idea of installing the equipment as an experiment, pointing out the possibilities of similar installations in all sound houses if it proved successful. He didn't spend a cent for the equipment or wiring.

Eight prominent deaf persons, including the president of the National Association of the Deaf, were invited to a special preview test, which was so successful that the feature will remain a permanent one at the Royal. No charge is made patrons for use of the equipment, but a five dollar deposit is retained at the box office while the receiver, which is portable, is in use.

Managers Combine To Get Half Page Ad.

A half page ad, tying up Moran & Mack's, "Why Bring That Up?" with Columbia phonograph records, was obtained by George

'STREET SINGER'

This pretty girl violinist was an effective ballyhoo for "The Street Singer" when it played the Publix Kirby Theatre in Houston, Texas. E. E. Collins, manager, hired a sandwich board carrier to precede the girl in her strolls about the business district.



Laby, manager of the Publix Washington St. Olympia and Harry Browning, manager of the Uptown, both in Boston.

The unusual feature of the tie-up was that the ad appeared in the dramatic section of the paper, which never occurred heretofore.

FILM INDUSTRY OUTLINED BY WILL HAYS

The magnitude of the motion picture industry and its close connection with allied industries of nation wide scope were vividly brought before the public in a talk recently given before the New York Board of Trade by Will H. Hays.

"The total capital necessary in the industry," he declared, "has climbed to \$2,500,000,000, distributed among nearly 100,000 stockholders of the great producing companies and thousands of others who participate in theatre ownership throughout the country. The industry employs 325,000 men and women. We use 150,000,000 feet of negative film in this country each year and 1,500,000,000 feet of positive film."

15,000 Ads Yearly

He pointed out, in addition, that not only is the screen a factor in the stimulation of public desire for various articles depicted but that one company uses 5,000,000 pounds of cotton a year, that more silver is used in the industry than for any purpose except the coinage of money, and that 15,000 motion picture advertisements are prepared every day. According to figures prepared by the Department of Commerce, he declared, for every foot of film that goes abroad a dollar returns in trade.

In his consideration of the status of the motion picture industry today, he stressed the fact that the weekly aggregate motion picture audience in the United States has been increased by 10,000,000. "This," he said, "means an increase each week of that many direct stimuli toward the possession of comforts and conveniences available to the American family. Despite that, however, motion picture's greatest aid to business is the furnishing of wholesome amusement and relaxation at a price the workingman can afford."

Moral Tone Rises

Mr. Hays declared that the industry makes positive efforts to raise the moral tone of its products and thus of the picture viewing population of the world.

"We have contacts today," he stated, "with more than sixty important religious, civic, and educational organizations. We send to a studio relations committee in Hollywood all thoughtful and specific comments on pictures, for the guidance of all companies in future productions. We make available pre-viewing facilities to representatives of responsible public groups, so that they may independently judge pictures well in advance of general distribution and help to build public support for what they believe is the best."

RADIO CONTEST INTERESTS FANS

Manager Irvin R. Waite, sold the local radio station the idea of broadcasting six questions concerning "Hollywood Revue," which was playing at the Publix Queen, Galveston, Texas.

Prizes were presented to the first twenty-five who answered the question:

How many male motion picture players appearing in HOLLYWOOD REVUE can you name? How many women players appearing in HOLLYWOOD REVUE can you name? Who are the two masters of ceremonies appearing in HOLLYWOOD REVUE? What song is sung about an actor who does not appear in the picture? What famous group of ballet dancers appear in HOLLYWOOD REVUE? What price was charged for HOLLYWOOD REVUE in New York and what is the Publix Queen theatre's price scale for this picture?

SELLING 'HALFWAY TO HEAVEN'

By RUSSELL HOLMAN, Advertising Manager, Paramount Pictures

This is the best Buddy Rogers picture since "Wings".

- Reasons?
- (1) They've let Buddy exude his natural freshness and charm instead of going dramatic.
 - (2) Swell performances by Jean Arthur (Bow's sister in "Saturday Night Kid"); Paul Lukas (Carroll's sugar daddy in "Shopworn Angel"); Helen Ware (pioneer woman in "Virginian"). Also a deliciously natural comedy bit by a fresh kid in tortoise-shelled glasses.
 - (3) Just about perfect direction by George Abbott that raises this film far above the average. Abbott, co-author and co-director of a dozen Broadway stage smash hits, makes the characters in "Halfway to Heaven" live. See it and realize what a fine director can do for a picture.
 - (4) Good story, with a suspense climax that is THERE for thrills. Story is by H. L. Gates and was serial in People's Popular Monthly, a mag with big circulation particularly in small towns throughout middle west. Now 75-cent Grosset & Dunlap novel, with jacket and illustrations taken from picture. Tie-up. (Originally titled in serial, "Here Comes the Band Wagon".)
- You sell:
- Rogers. He gets as much fan mail as Clara Bow. When he appeared in person as master of ceremonies in Chicago, cops had to clear the streets. Make no mistake about his popularity.
- Jean Arthur is a bet if they talked about her performances in "Greene Murder" and "Sat. Nite Kid" in your town.
- Abbott is a good name on Broadway and where they know his connection with the stage success of "Broadway," "Coquette" and other hits. He directed "Why Bring That Up?"

Ad copy:

Romantic angle. Rogers and Jean Arthur. "Buddy has a new girl friend now." "America's boy friend and his new girl friend." There's a verse in the press sheet about falling in love with a lady on a trapeze, quite a well known verse.

Thrill angle. Built around the climax situation where Buddy has to trust his life a hundred feet in the air to a man who has sworn to kill him. With a sack over his head, blinding him, he has to hurl himself through the air and rely on his revengeful love rival to catch him. Buddy realizes it's practically suicide. So does the audience. But he goes through with it—and saves himself with one of the smartest surprise tricks you ever saw. Copy: "Love lifted him halfway to heaven; hate threatened to hurl him, smashed, to earth."

Tie-ups: The book and serial. Sporting goods stores, using stills with horizontal bars, etc., in them. Plenty of more for smart showmen.

REMEMBER! "HALFWAY TO HEAVEN" IS EXACTLY THE TYPE OF STAR PICTURE WITH EXCEPTIONAL MERIT THAT MR. KATZ EXPECTS EXCEPTIONAL BUSINESS FROM.

LUCKY MERCHANT!

This merchant gave away free clothes, but he knew that a picture of Ray Teal, popular band leader, at the Greater Palace, Dallas, would be more likely to catch the eye of prospective buyers than a prosaic ad-drawing, so he jumped at the chance of using these three pictures in his ad. Five hundred dollars for the privilege would have been cheap, too.

This proves, as is pointed out often in these columns, that the merchants are equally, if not more anxious to tie up with you than you are with them.

DO YOU READ YOUR BACK-FILES OF THIS PAPER FOR TIPS?

A HISTORY OF PUBLIX THEATRES

It is being written, right under your nose, and to the best of its ability.

PUBLIX OPINION

tries to serve it to you in easy-to-digest installments!

SAVE AND FILE YOUR COPY

- (1) You'll find the file invaluable in training of new personnel.
- (2) It will help you to collect selling thoughts!
- (3) It will help you to plan campaigns for institutional, spot-entertainment and other merchandising and operating efforts.

SANGER BROS. STORE FOR MEN

RAY TEAL . . . the Versatile Band Leader of the Palace Theatre Presents THE TEX-FAMILY



The Worst-Tex Always \$40

The Knit-Tex Always \$30

The Dinner-Tex Always \$45

The Knit-tex Coat for Women—Strictly Tailored—Always \$30

The Three Sanger Stores in Texas Feature All the Tex Products

'Stud Lighting' Cuts Cost of Good Signs

Here are details of the new electrical displays with which the Publix-Balaban & Katz Theatres in Chicago are cutting costs and selling their programs with at least 50 per cent greater advertising efficiency.

Some five weeks ago the Publix-Balaban & Katz advertising staff at one of their regular Thursday morning conferences which W. K. Hollander, director of advertising, has instituted, laid out a campaign of electrical displays for the front of the theaters which it was hoped would loose a new spirit of excitement and exhilaration about the "fronts." Calling in Joe Causal, chief electrician of the firm, the following plan was evolved:

Standard "transparencies"—boxes in which electric lights burned through transparent material bearing attraction copy—were to be discarded. Livelier, brighter and smarter electrical displays were to be made, even if, as was then expected, the cost ran higher.

Attract Attention

The result was that large signs were made for "under-canopy" displays, larger than on the former "transparencies," and placed on both sides of long wooden boxes in which were contained electric wiring. Each letter of the signs was drilled for electric sockets—for "stud-lighting" as it is called. Properly wired to "flashers"—apparatus which flashes current on and off in varying speeds—the signs drew astonishing attention from near and far. The whole area under the canopy was brightened and pepped-up.

Then when the displays were complete, it was discovered that with all their superior attractions and effect, they cost fully 33% less to operate than had the standard "transparencies." The gain in advertising value was by tests fully 50 per cent greater and yet the expense had been sliced by a third.

Based on the experience of the Publix-Balaban & Katz advertising department the following di-

BETTER, CHEAPER SIGNS

Here are specimens of the new "stud lighting" sign idea evolved in Chicago, details of which are set forth in an adjoining column. Attention grabbing signs at two-thirds the old cost is the scheme. No. 1 is the "Broadway" sign at the Oriental; No. 2, "Hollywood Revue," at McVickers; No. 3, "Sherlock Holmes," at the Chicago; No. 4, "Gold Diggers," at the Roosevelt, and No. 5, institutional signs at the Central Park.



rections may be given to YOU to be put into effect in YOUR theater.

Do It This Way

Have your poster man make his sign exactly as for a flat display, letters larger if anything, copy brief. Have your house electrician drill holes thirteen-sixteenths of an inch in diameter every two and one-half inches center to center in these letters, following the design and keeping to the center of each letter. Fix sockets in these holes—using socket No. 6000 P.S. intermediate base. This size hole will grip the socket snugly and prevent wobbling. In these sockets use 10 watt lamps, number S11 intermediate base. Wire each word separately in order to get fullest effect from the "flasher." Sometimes, for variety, wire different letters differently in each word so that a whirling effect may be obtained. In other words experiment in order to get novelty into your display.

Concealed by flat cardboard posters stretching from under the

canopy to the front of the house are the wires which connect with the flasher machine which can be secreted inside the lobby or on top of the canopy.

Not Much Weight

The total weight of the whole display is not considerable, since it has a light wooden box structure whose two faces are thin cardboard—and the weight of the lamps and sockets is slight.

"Flasher" machines which cost around \$45 in a size capable of amply servicing these new "stud-lighting" signs, are good for years of constant use. In ordering "flasher" machines the "One-to-Three" type of current rotation has been found best for the average use. Another advantage of "flasher" is that it needs no service. It operates automatically, once started.

Sockets can be used over and over, the minimum service being for six weeks. Salvage extends to the lamps also, the only loss being the wires and cardboard signs. The wooden box framework can be employed for months before wearing out.

The signs such as are used in Publix-Balaban & Katz Theatres, as per illustrations on this page, are wired and put up by two men in three hours time from the minute poster copy arrives for the initial work of drilling socket holes.

About the Cost

Such a sign as any shown in the illustrations cost only the art work done by poster artists. Electrician's labor and electrical materials, including everything, amount to \$8 a letter. For example the sign "Sherlock Holmes" at the Chicago Theatre cost \$112 for electrical work, which plus \$45 for art work, brings the total cost to \$167 or less than \$24 a day for the week. Or the "Broadway" sign, as used at the Oriental Theatre in Chicago, cost approximately \$100. Labor cost is probably lower in your town.

Add to this the saving accomplished over "transparency" signs in reduced electrical current, and something of the economy of this super-advertising service becomes apparent. A careful check-up shows that "stud-lighting" signs use a third less "juice" than the old transparencies. Flashing on and off, with words and letters alternating, there is an immense amount of time, considering the evening as a whole, in which each bulb is dark. Furthermore, smaller lamps are used in these signs than in transparencies. In the latter larger lamps were necessary to burn through the opaque material, and yet they could never achieve the "eye-smashing" power of the new "stud-lighting" attraction signs.

COMBAT MONDAY SLUMP THIS WAY

Manager Robert Slope of the Publix Eastman Theatre, Rochester, N. Y., has hit upon the effective idea of encouraging theatre parties at his house by holding special nights for factories, department stores, colleges and fraternal organizations. At these performances several hundred feet of reel are shown, in addition to the regular show, pertaining particularly to and paid for by, that organization. These theatre parties have appreciably added to his gross, being set for his low days if possible.

Some of the theatre parties already set, and the tickets involved are: Daughters of American Revolution, 300; Duffy Powers, 400; University of Rochester, 800; Theta Tau Theta Fraternity, 2000; Bausch & Lomb, 3000.

Claudette Colbert in Next Chevalier Film

Claudette Colbert, who made so fine an impression in "The Lady Lies" and who speaks French fluently, will play opposite Maurice Chevalier in his forthcoming "The Big Pond."

The entire cast of the production will be able to express themselves both in English and in French making possible a bilingual recording.

TIP BRINGS RESULTS

Following the suggestion in PUBLIX OPINION of October 11, M. L. Elewitz, publicity director for the Paramount Theatre in Omaha, planted the story, "Talkies Boost Film Stars' Fan Mail". The reproduction below, from The Omaha Bee-News, is self explanatory. Mr. Elewitz found the still in the office files. "I want to thank you for the suggestion," he writes, "It proves beyond a doubt what can be done with PUBLIX OPINION'S tips."

BULL'S EYE!

This animated poster on "Sweetie" proved an effective advance display in the lobby of the Paramount Theatre in Detroit. The head of Nancy Carroll is stationary and the background is a whirling wheel with three colors in glitter, used in the same manner as the animated displays seen in opticians' windows. This produces varying illusions at different speeds. A spot light flashing on the display gives additional animation to the wheel.



When Clara Speaks



Talkies have trebled Clara Bow's fan mail. Here are just a few of the "begging" letters she has received since Hollywood became vocal. Clara will come to Omaha next Thursday in "The Saturday Night Kid" at the Paramount theater.

'RIO RITA' REVIVES

BYRD AVIATION EXHIBIT WILL TOUR CIRCUIT

The Times Antarctic and Aviation Exhibit based upon the Byrd Expedition, which was recently displayed at the Paramount Theatre, New York, and which promoted the interest of tens of thousands, will be circulated to some of the bigger cities and exhibited in the Publix theatres in those cities.

The newspapers in these cities affiliated with the Times Syndicate have been notified by the Times that this exhibit is going to make the rounds and each newspaper in each city will render the same co-operation that the Times rendered in New York, in the matter of publicity.

The New York Times is paying for the shipping of the exhibit throughout the circuit of cities and arranging the schedule for its showing. The newspaper in each city will sponsor the exhibit, help to stage it and perhaps have someone in charge during its showing.

A typical display sign will read "Antarctic and Aviation Display arranged by the San Francisco Chronicle in collaboration with the New York Times." The cities selected for the routing of this exhibit are as follows:

Metropolitan, Boston.

Oakie and Gallagher Will Be Co-featured

"Marco Himself," the magazine serial story by Octavus Roy Cohen, will be produced shortly by Paramount with Jack Oakie and Skeets Gallagher co-featured. This is Gallagher's first assignment under his new long term contract.

Frank Tuttle, who directed "Sweetie," will direct "Marco Himself." The adaptation and dialogue are being written by Walton Butterfield and Patrick Kearney.

Buffalo, Buffalo.
Paramount, Atlanta.
Tivoli, Chattanooga.
Paramount, Youngstown.
Michigan, Detroit.
Minnesota, Minneapolis.
Portland, Portland.
Seattle, Seattle.
Granada, San Francisco.
Paramount, Los Angeles.

The routing will be made in that order and the exhibit will remain in each theatre possibly two weeks.

The Times has written to each newspaper in each of these cities with which it is affiliated and a representative of the newspaper may approach the manager of the theatre to find out the details of putting in the exhibit.

In the Paramount Theatre, New York, the exhibit was placed in the Elizabethan Room, which is underneath the grand lobby. Photographs of the exhibit will be sent to the theatres mentioned.

THEATRE PARTY FOR STUDENTS GOOD IDEA

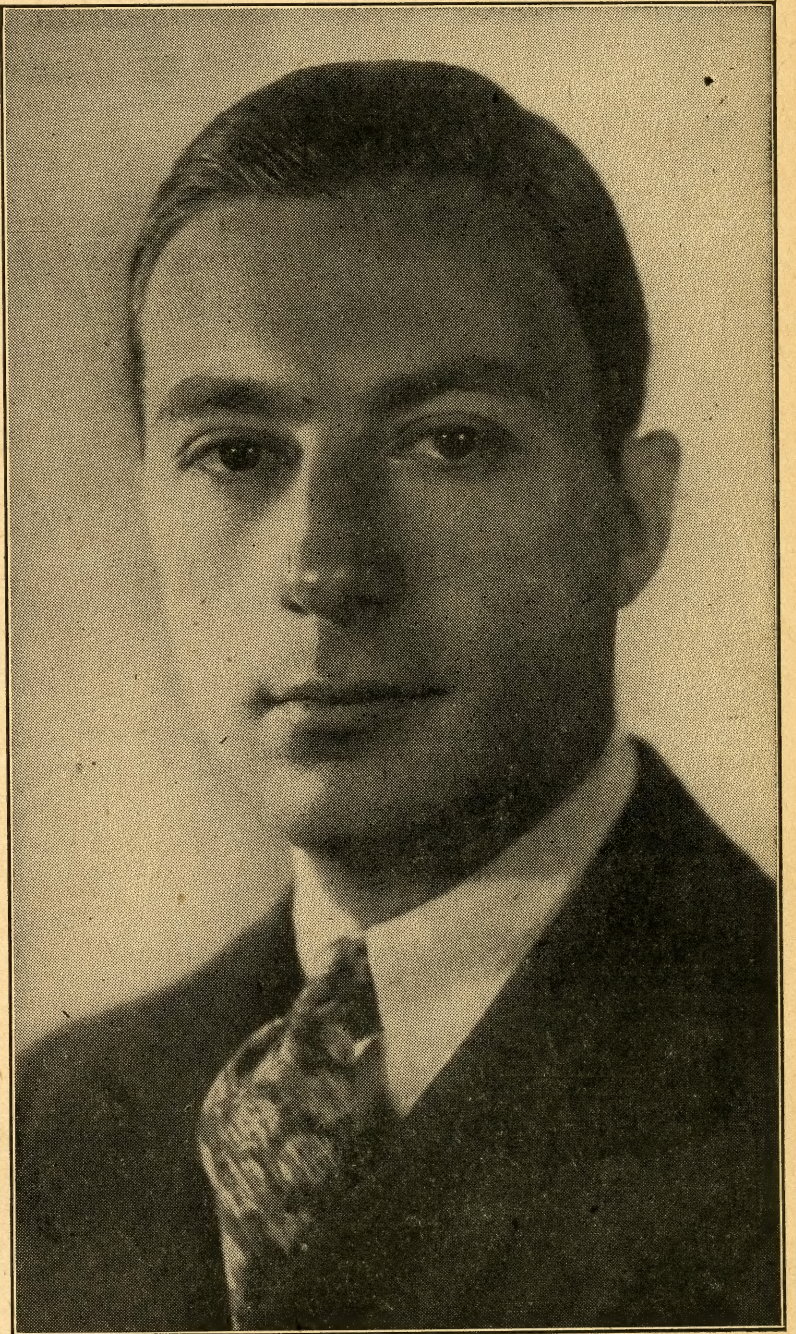
Manager C. T. Perrin of the Publix Sterling Theatre, Greeley, Colo., hit upon a good idea to build good-will in town, gain valuable publicity and increase his box-office receipts by staging invitation performances for the various fraternities of the local State Teachers' College.

When the students came back from their summer vacations, the president of each fraternity and sorority found a letter awaiting them from Perrin inviting them and their group to a "big party." By tying up with the Yellow Cab people, free transportation was furnished the students to and from the theatre. By another tie-up with a local drug-store, the students were given the choice of the menu at the soda fountain after the show. During the performance, the fraternity songs were played by the organist, the students joining in the chorus, thus livening up the show considerably.

As a result of the good times enjoyed at these affairs, numerous theatre parties were organized by the students themselves, which more than repaid the theatre for the few invitation performances. Publix is now definitely sold to the students of the college as well as to the people of Greeley as a regular local institution.

HOME OFFICE DEPARTMENTS!

Here is the first of a series of stories about Publix Home Office Department personalities. They depend upon your effort, just as you depend upon theirs. To know and understand each other's personalities and problems will lighten the burdens of everyone, and make our tasks enjoyable. For this reason, PUBLIX OPINION is devoting an important part of its space to these brief biographical sketches.



Eugene J. Zukor

General Director of Departments of Construction, Maintenance and Research

It was more than a decade ago that a quiet young man, fresh from his studies at school, began duty as assistant to Ben Schulberg, advertising and publicity head of the Famous Players Film Co., in the old Fifty-sixth Street studio, New York, upon which site the Mecca Temple is now located.

Today, still as modest and unassuming as the morning he reported for work in Schulberg's department, that same young man holds the title of assistant treasurer of the Paramount Famous Lasky Corporation and the Publix Theatres Corporation, and is a board director of the Baldwin Paper Mills, Inc.

He is Eugene J. Zukor, son of the world's most prominent motion-picture magnate, Adolph Zukor, the president of Famous-Players Lasky Corporation.

Rises on Merit

At the age of thirty-two, young Mr. Zukor is an important figure in the motion picture and theatre fields in his own right. He began at the bottom of the ladder, familiarized himself with all important details of the business and won his present position solely on the strength of his personal merit and ability.

He was born in Chicago, but received his education in the public schools of New York City and the Horace Mann High School, completing his studies at the Art Students League in New York.

After the merger of the Famous Players Film Company and the Jesse L. Lasky Feature Picture

Company, young Mr. Zukor was assigned to research work in the scenario department. In 1918 he was elected to the board of directors of the Famous Players-Lasky Corporation.

On June 14, 1918, he enlisted in the United States Navy, was assigned, with the rank of chief petty officer, to the Bureau of Ordnance and was given command of the Naval Ammunition Supply Depot at Baltimore.

Studies Industry

At the close of the war, he returned to work at the New York exchange of Paramount in January, 1919. He began as a shipper and progressed to the position of assistant manager of the exchange. Then he steadily worked his way upward through every department of the business, gaining a complete mastery of all the details and workings of the country's largest motion picture producing, distributing and exhibiting organization.

Later he was recalled to the Home Office in the capacity of assistant to the president. Eventually he was elected to the executive committee and appointed assistant treasurer.

In 1928 young Mr. Zukor joined the Publix organization, in which he also is assistant treasurer, supervising work in the construction, maintenance and research departments.

On May 6, 1920, Mr. Zukor married Miss Emma Dorothy Roth. They have two sons, Eugene John Zukor and Adolph Zukor II.

MEET THE BOYS!

To promote acquaintance, respect and mutual understanding of the splendid individuals who comprise Publix, these one-minute biographies are offered. They're not printed as vanity ticklers for the showmen here portrayed. We want the photo and biography of everyone in Publix.

WILLIAM K. BRETT

William K. Brett, manager of Shea's Buffalo Theatre, has been a member of Michael Shea's staff for the past eleven years. Brett in 1918 was assistant service manager under Harold B. Franklin, when the latter was manager of Shea's Hippodrome, the deluxe house of Buffalo. When Franklin left in 1921 and Vincent R. McFaul was appointed to succeed him, Brett continued in the same capacity.

In 1923, Brett, having taken advantage of opportunities, proved himself capable and reliable, and was promoted to service manager. When Mr. Shea became associated with Publix in 1925, Brett was selected for the assignment of manager of Shea's Buffalo, where he has remained to the present.

FRED BEECHER

Fred Beecher has had a varied and interesting theatrical career, having spent practically all his life in the show business. He recently was employed by Publix to manage the Egyptian Theatre, Sioux Falls, S. Dakota.

As a boy Beecher peddled bills for the various attractions that came to town. Later he obtained jobs ushering and distributing programs. From these lowly positions Beecher was promoted to box office treasurer and finally manager. He has had experience in vaudeville, stock companies and legitimate road attractions, and has also worked in the orchestra and on the stage.

CLAUDE FREDERICK

Claude Frederick, manager of the Capitol, Pittsfield, Mass., inherited his theatrical acumen and foresight from his father, who is credited with originating the continuous show.

Frederick obtained his first theatrical experience assisting his father in the operation of several theatres in New England. He then produced vaudeville acts for his father's houses.

For a number of seasons Frederick managed summer resorts for the German Amusement Co. of Boston, as well as stock companies and circuses for other organizations. Frederick has also acted upon the stage in big-time vaudeville. He worked for Gordon's Olympic Circuit in New Haven for four years and two years with Keon Bros. at Somerville, Mass., before he obtained his present position with Publix.

C. W. BENJAMIN

Chester W. Benjamin, manager of the Park Theatre, Ft. Fairfield, Me., is an accomplished showman thoroughly familiar with every detail of theatre operation. He is particularly adept in the art of sign painting. His previous Publix position was in Houlton, Me., as manager of the Temple.

Prior to Benjamin's entrance into Publix, he independently owned and operated numerous theatres in Maine.

AL SMITH

Since boyhood, Al Smith, manager of the Publix State Theatre, Winona, Minn., has been associated with the theatre. For the past 19 years, Smith has had various jobs as bill boy, usher, stage hand, ticket taker and manager.

Smith managed a theatre in Austin, Minn., for the American Amusement Company for a year. When two more houses were added, Smith was given the responsibility of managing all three. He did this successfully for seven years. In 1918 he took over the management of three theatres for the Colonial Amusement Co. in Winona, Minn., and continued to do so for eight years, after which he was given his present assignment.

G. M. WATSON

After having been doorman at the Majestic, Austin, Texas, in 1925, George M. Watson attended the third session of the Managers' School. Upon his graduation, Watson was assigned to the Spencer, Rock Island, Ill., and later transferred to Davenport, Ia., as manager of the Garden and Family theatres, and then to the Capitol in Cedar Rapids, Ia. In November, 1928, Watson was transferred to the Strand, Des Moines, Ia., where he remained for more than six months before he was assigned to his present position as manager of the Des Moines.

Watson attended Nixon-Clay Commercial College of Austin, Texas, and the Texas State University before he became interested in the theatre industry.

Big Ovation To Returning Organist

An extensive advertising and publicity campaign, welcoming back Miss Dot Jerman, to the Publix Colorado, Pueblo, Colo., as feature organist, aroused intense interest among her many admirers and served to 'build' her as an added attraction.

Daily stories and photographs were carried in the local newspapers while Miss Jerman was on a tour around the circuit. A six-sheet board, in the form of a map, in the lobby of the theatre, noted the cities she visited as well as told where she was at present. Wires from her were posted on a bulletin board in the lobby. A tie-up was arranged with the Western Union whereby they furnished daily messages, from other organists. Incidentally, all wires carried copy about the current attraction.

When Miss Jerman's return became a matter of a week or so, eight window tie-ups on 'Dot Jerman Sundaes' were obtained. A complete new outfit of clothes, including shoes, hose and flowers for Miss Jerman's opening solo was promoted without cost. Hundreds of window cards were placed in leading stores, double spread co-operative ads were paid for by the town merchants.

When Miss Jerman did return, Manager Roy Slentz, staged a parade which was led by both a 22 piece band from the Musicians' Local and the Publix Sound Train. The procession proceeded to the City Hall, where it was welcomed by the city officials, thru the medium of the sound equipment of the Entertainment Special. During all of the pre-campaigning, speechmaking and announcements, full mention was given to the Sound Train and to the feature attraction.

RADIO WELCOMES SOUND SPECIAL

The Publix Sound Train received tremendous ovations because of an effective radio tie-up, from the townsfolk in and near Watertown, S. D., when it visited the Publix Colonial Theatre there.

Manager Fred Hinds arranged with the local radio station, at no cost to the theatre, for them to "send out a tracer." The mike was kept open for more than five hours, announcing the location of the sound train every ten minutes. Each town along the route would then welcome the car as it passed through the town, until it reached Watertown.

ILLINOIS THEATRE LEASED

Publix Theatres has taken a lease of Redmond's Majestic Theatre, East St. Louis, Illinois, from Fred Leber, his wife, and Harry F. Redmond for 20 years.

THANKS!

TO ALL MANAGERS:
Gentlemen:

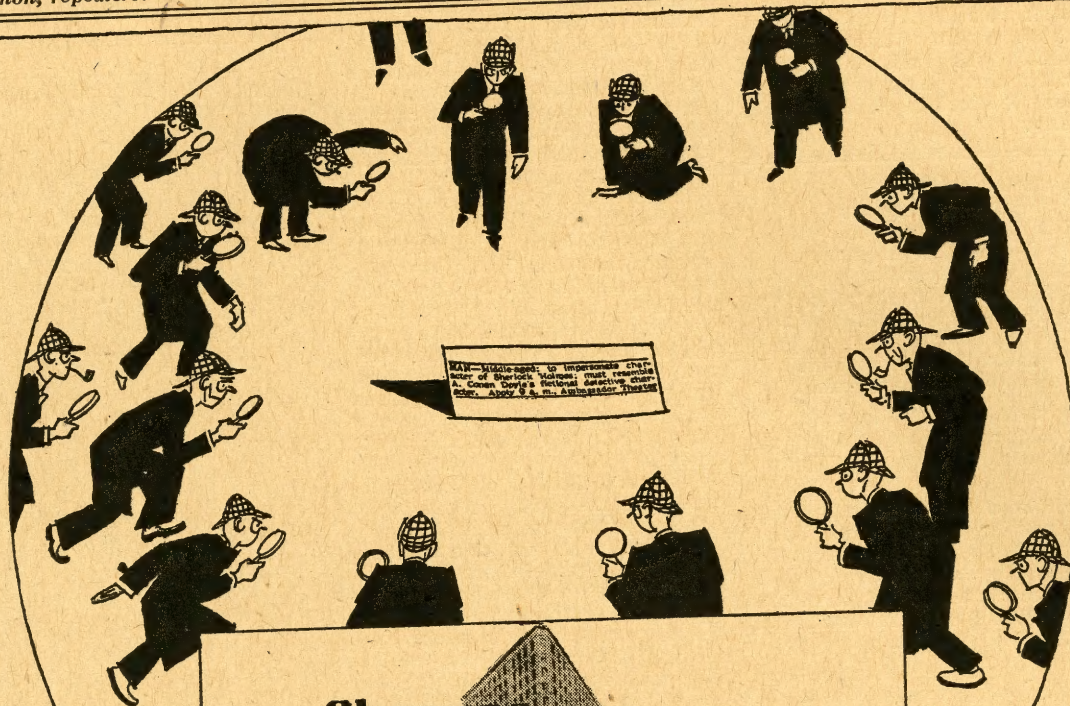
Please advise Mr. Serkovich of any idea you use that you think might be beneficial to the rest of the territory. When you advise him of one stunt and you do not see this stunt reproduced in Publix Opinion, do not take it that the idea was no good, but simply that, in Mr. Serkovich's opinion, it did not warrant space in Publix Opinion at that particular time. You owe it to the organization to keep Mr. Serkovich advised of anything you use or think of that might be worth something to the other fellow.

Please keep this in mind and do not fail to comply.

Harry Hardy
District Manager

WANT AD GAG SCORES AGAIN!

Here is the old reliable want ad tie-up, which has earned so much valuable free space for wide-awake theatre merchandisers, inaction again.
Thornton W. Sargent, Director of Advertising and Publicity at the Publix-Ambassador Theatre, St. Louis, used the gag to ballyhoo "The Return of Sherlock Holmes."
C'mon, repeaters! Let's see you duplicate it!



Skouras Brothers Circuit

EXECUTIVE OFFICES
AMBASSADOR THEATRE BLDG.
SEVENTH AND LOUISY

SPYROS P. SKOURAS
PRESIDENT

St. Louis, Missouri

Oct. 24th, 1929.

Classified Ad Manager,
St. Louis Globe-Democrat,
St. Louis, Mo.

Dear Sir:

Certainly, Dr. Watson, you should know that the Globe-Democrat want ads produce results. By the simple process of deduction, you should realize that a large circulation plus quality readers would draw the response desired.

It is not surprising, accordingly, that more than seventy-five applicants appeared at the Ambassador for that position of impersonating me and, while it is true that no one can perfectly imitate me or my detective processes, there were many who certainly would have fooled that sly old fox, Professor Moriarty.

At any rate, on behalf of Sherlock Holmes and Skouras Brothers, I want to congratulate the Globe-Democrat for again demonstrating that their classified ads produce the results we desire.

Yours very truly,

Thornton W. Sargent Jr.

To ferret out

lost articles, jobs, roommates, used car buyers, Sherlock Holmeses, or what need you---

Globe-Democrat WANT ADS

POSTER CONTEST DRAWS STUDENTS

A poster contest was conducted in the public schools of Austin, Texas, by Manager Homer Le-Tempt of the Publix Majestic there. The superintendent of schools gave his permission for such a contest, which resulted in an announcement in all of the classrooms that the students producing the best posters on "Evangeline" would be awarded prizes.

When the announcements were made, mention of the picture, playdate and theatre was also included. The local paper wrote a feature story about the contest and also gave space to theatre feature and playdate.

Tie-up Effected With Woolworth Company

Harry Niemeyer, of the Publix-Skouras Publicity Department, arranged a tie-up with the F. W. Woolworth Company, nationally known 5 and 10 cent stores, whereby they distributed 40,000 heralds in packages and placed 60 window cards and 100 stills in their twelve stores, to publicize "The Girl From Woolworths." In addition, a "Woolworth Night" for employees, was promoted.

NEBRASKA NOTES

The Publix Empress, Kearney and the Publix Swan, Columbus, both in Nebraska, have re-opened and will operate three days a week; Friday, Saturday and Sunday.

SCORE CARDS AID A CLASSIC NOVEL

Manager C. T. Perrin, heeding the repeated admonitions of PUBLIX OPINION concerning the advantages of a football tie-up, distributed 1500 score cards at the local 'big game,' to exploit "The Taming of The Shrew," at the Publix Sterling, Greeley, Colo.

Bachelors were invited, through the courtesy of the local paper, to view the picture and learn "how a shrew could be properly tamed." The newspaper carried several feature stories that showed Shakespeare's classic in a modern light. The principals of the local high schools commented upon the Bard of Avon's play to the students.

POINTED HEELS TO HAVE SONG SENSATION

The forthcoming Paramount picture, "Pointed Heels," with William Powell and Helen Kane, features a song which is destined to be the outstanding song sensation of the season. It is entitled "I Have You," and is sung by Helen Kane several times, in addition to which it is played instrumentally many times throughout the picture.

One of the surest, most economical, and most effective pieces of exploitation can be obtained for this picture by planting orchestras with the dance orchestras, particularly those who broadcast. It is not a difficult matter to have an orchestra include this song in their radio program and announce the title as that of a forthcoming Paramount picture.

For those radio stations which will broadcast a phonograph recording, there will be several makes of phonograph records available, including a Victor record sung by Helen Kane. Orchestration and piano copies are now being printed and will be available within the next ten days.

Managers are requested to write Herb Hayman, Music Sales Department at the Home Office for any number of orchestration which they can place with local orchestras and they will be furnished gratis. There is a possibility that the Helen Kane Victor recording will not be released until after the National Release of the picture. For the benefit of those theatres who can use a vocal recording of this song for exploitation purposes prior to playing the picture there will be available within the next two weeks, a vocal recording of this song on a Public record, sung by Annette Hanshaw in typical Helen Kane style.

Herb Hayman will appreciate hearing from each manager, outlining the things he is doing to help exploit the song "I Have You" from "Pointed Heels."

PRE-VIEW PRINTS PLAN ACCLAIM

Great enthusiasm is being registered by both theatre managers and exchange men in the report flowing into the office of Leon N. ter, Associate Director of Publix Buying and Booking, on the pre-view prints, the first of which he promptly arrived at their destination on the time scheduled. "A smoothly working plan of a new venture, which has so far progressed without a single hitch, another tribute to Publix organizational ability."

Theatre managers and public directors are particularly happy with the new arrangements inasmuch as they can now go about intelligently planning their campaigns upon merchant which they have seen, instead of trying to sell the proverbial "in the bag."

MUSIC HEAD ON INSPECTION TOUR

Boris Morros, Director of Music for Publix, left last Monday for a tour of inspection throughout the South and West. Mr. Morros will visit New Orleans, Houston, San Antonio, Dallas, Kansas City, Denver, Omaha, Des Moines, Minneapolis and Chicago. This is the first extensive inspection that the Publix music head made in two years and his visit being eagerly looked forward to by theatre managers, masters of ceremonies and organists throughout the entire circuit.

SHAYON IN MUSIC DEPT

Sam Shayon, formerly of Music Department, has returned to that department in the capacity of Executive Assistant to Morros, Director.

Classic Story Stars Gary Cooper

Arch Reeve, in a preview of Gary Cooper's "Medals," (Title is being changed) declares that the entire motion picture industry and the entire theatre-going public, have been given just what they always wanted—a picture that is different.

To produce it, Paramount has defied hide-bound screen conventions, has used different formulae in construction and has departed from the beaten path of time worn action and plot. The novelty of this picture alone will make it a sensational and record breaking box office attraction.

"Medals" is the first all-talking classic story starring Gary Cooper, who has definitely impressed his tremendously attractive personality upon his fast growing motion picture fans. This story is based on Sir James M. Barrie's famous stage play, "The Old Lady Shows Her Medals," a daring novelty, called "the most human story ever written." It is a pathetic, touching, heartrending, mother love masterpiece, that is shorn of the trite 'boy and girl romances,' but replete with high suspense and moving drama of love—tender, deep and true—but it is a mother and son love. Richard Wallace, director of "Innocents of Paris," and many other successful pictures, is directing "Medals."

PICTURE TIES-IN WITH HALLOWEEN

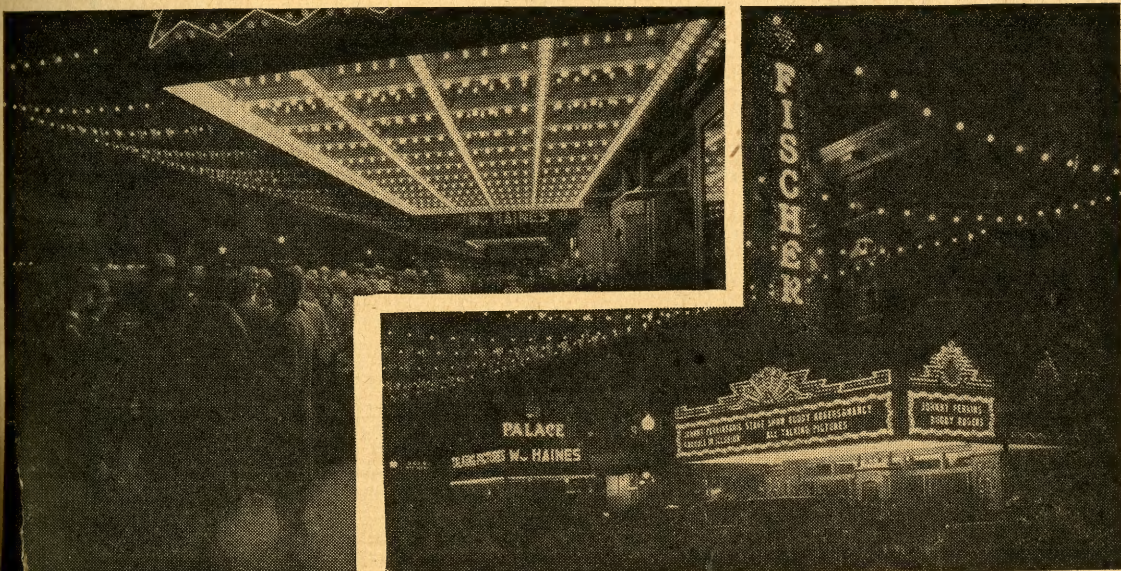
When "Three Live Ghosts" played at the Publix Olympia, Miami, Fla., during Halloween, Manager James H. McKoy took advantage of the similarity in picture title and occasion, by placing three mechanical ghosts in the lobby, and decorating his theatre with cut-out spooks, witches, ghosts and other holiday decorations.

A parade of news boys dressed in ghost costumes and led by the Junior Chamber of Commerce band, marched through the town and to the theatre. This stunt was good for plenty of space in the local papers. Weird sound effects and proper handling of lights, proved very effective and startling to the audience four days prior to the playdate, when the trailer was shown.

Stop the waste of repeatable ideas by sending them today to Publix Opinion!

DANVILLE WELCOMES PUBLIX

"These photographs, in my opinion, truly depict what Publix operation means to a town," writes Jules J. Rubens, former part owner and now Division Director for Publix-Great States. "The Palace and Fischer Theatres, in Danville, Ill., were operated for years by a local company. They were remodeled under the supervision of Claude B. Rubens and D. N. Sandine of the construction and maintenance department. The merchants, who donated several hundred dollars for street decoration and who contributed much newspaper space, consider that Publix contributes more to their business district than any other factor."



CIRCULATION STUNT IS WINNER

This full page advertisement was obtained by Eugene W. Street, manager of the Publix Carolina Theatre in Greensboro, N. C., at a cost of only a few passes. It ran for two days and was followed by a series of half page ads, also free. In addition, five thousand hand bills were printed at no cost to the theatre and distributed to all the schools. NOTE: N. Y. PARAMOUNT HELD THIS PICTURE TWO WEEKS!

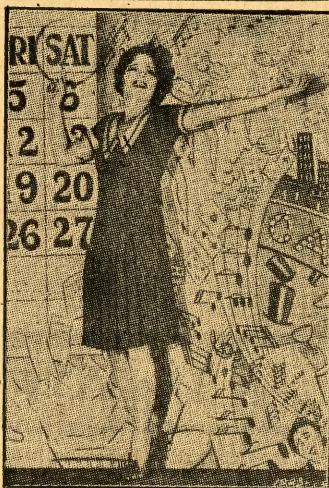
EIGHT

GREENSBORO DAILY RECORD.



Hey Folks!
This Is Clara Bow
Talking To You.
I'm Inviting You
To See My Latest
Picture FREE As
Guests Of The
Daily Record!

The Name Of It Is



"The Saturday Night Kid"

And It Plays Thursday, Friday and Saturday At The Carolina

Now Here's How To See It Absolutely FREE!

Just clip the coupon in the right hand corner below and get one of your friends to sign it, agreeing to subscribe to THE DAILY RECORD for 90 days, and you're all set to let Clara entertain you FREE! You don't have to collect any money from your friend. He agrees to pay the carrier boy 15c each Saturday during the 90 day period, and that's all. Then bring the coupon to THE RECORD Building and get TWO tickets to the Carolina, FREE!

There are still a few people in Greensboro who do not subscribe to THE RECORD. They either borrow it from their neighbor or buy it on the street. Tell them how much better it is to have TODAY'S NEWS TODAY delivered right on their doorstep than it is to borrow it or carry it home from uptown. Come on now, let's go see Clara, FREE! And by the way, you don't have to live right in Greensboro to get in on this! If you live in a nearby town and want to see Clara FREE, Okey with us.



**All Set?--Alright--See
You At The Carolina!**

HAVE THIS FILLED OUT AND BRING IT TO
THE RECORD BUILDING FOR TWO TICKETS

I hereby subscribe to THE DAILY RECORD for a period of 90 days, and agree to pay the carrier boy the regular subscription price of 15c per week on his regular collection day. I am not at present a subscriber to THE RECORD nor is this subscription to take the place of one now in force, under another name.

Signed

Address

Phone No.

Secured By

Address

CHRISTIE PLAYS HAVE ORIGINAL NEW SONGS

Extensive use is being made in the current Christie Talking Plays for Paramount of original song and orchestral music created especially for these pictures, many of which will be currently published by various leading music dealers.

For "The Lady Fare," Abner Silver and Renee Russell wrote "Hot and Bothered," and Jimmy Johnson and Henry Creamer wrote "The Hottest Gal in Tennessee," both of which have been published by Shapiro-Bernstein and Co.

In "The Dancing Gob," with Buster and John West, two new numbers by J. C. Lewis, Jr., are featured. These are "Sailor Walk," which is a novel main title introduction presented with a chorus of girls, and "Honest Honey," sung by Buster West and Sammie St. Clair.

"He Loved the Ladies," presenting Taylor Holmes, with Helene Millard and Albert Conti, is introduced with Miss Millard singing "Pretty Words," a new song written by Henry Cohen, to be published by Shapiro-Bernstein.

Irving Bibb wrote "I'm Going to Specialize on You," featured in "Weak But Willing," starring Will King, published by Bibb and Lang.

Sophomore Classes Hold Popularity Contests

The sophomore classes of the high schools, prep schools and colleges in and near Chattanooga, Tenn., were solicited by Manager Paul Short to advertise "The Sophomore," at the Publix State.

Popularity contests among these classes aroused intense interest throughout the entire student body of all the schools. In addition to offering prizes in the form of passes to the most popular sophomores, announcements were posted on the various school bulletin boards, permitting the sophomores to see the picture at reduced rates between 3 and 5 P. M.

Does a copy of Harry Rubin's "Sound Tips" go to your projection room every week?

A SURE THING!

If you ever get a picture with a Navy, Army or Marine Corps angle, be sure to snipe the "A" boards these services have in each town. It's a push-over and costs nothing!

Bill Pine of Publix Balaban and Katz Publicity Department got this one on both Army and Navy stands on "Salute."

Photograph With Local Angle Commands Space

Taking advantage of breaks and knowing personalities may help a theatre manager get valuable newspaper space.

C. B. Craig of the Publix-strand in Gloucester is a friend of Cy Perkins, catcher for the World Series winning Athletics, who also lives in Gloucester. Cy has a picture of himself and Sophie Tucker on the sands of Atlantic City. When "Honky Tonk," starring Miss Tucker, came to his theatre, Craig smelled a possible tie-up and planted the photograph with The Gloucester Daily Times. It was reproduced in the society section with a story of Cy's attendance at the opening of the picture.

Crowds Attracted By Novel Auto Parade

A "Dizzy Lizzy" contest was sponsored by Manager Harry J. Gould, of the Publix Palace, Ft. Worth, Texas, to publicize "College Love." The contest, limited to high school and college students, awarded cash prizes to the owner of the most dilapidated and "wise-cracking" flivver. When the contest was ended, the entire parade, with bannered cars, drove through the town to the theatre, to receive the awards.

ORIENTAL THEATRE RANDOLPH NEAR STATE

ALL TALKING

HEAR!
as well as
SEE-
The Famous
**ARMY
NAVY
FOOTBALL
-GAME-**

SALUTE

HEAR
ABE LYMAN
AND HIS CALIFORNIANS
NOW APPEARING DAILY
IN PERSON
BALABAN & KATZ
ORIENTAL THEATRE
RANDOLPH NEAR STATE

SEND IN YOUR ANNIVERSARY DATES NOW

Removal of the screen trailer department to a new location caused a delay in the completion of the special cartoon anniversary trailer which will be available to the entire circuit, according to A. M. Botsford, director of advertising and publicity for Publix.

A partial list of Publix anniversaries has been compiled and is printed herewith. Mr. Botsford desires to complete this schedule with data from every theatre on the circuit. If your theatre is not listed below, send this information to him at once. If it is listed, but the data is not complete, send the missing facts.

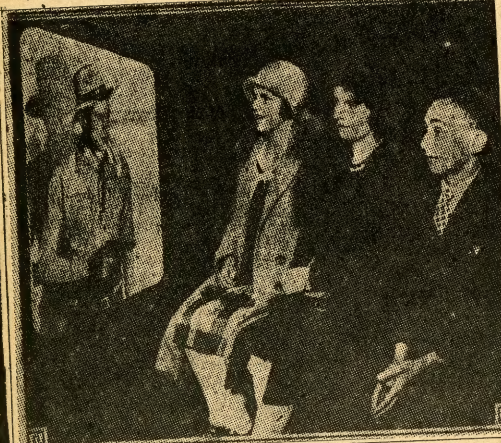
The numeral before each theatre name established the anniversary as the first, second or third, etc.

- November 23—29**
 ? Scollay Sq. Olympia, Nov. 23
 ? Palace, Gary, Ind., Nov. 24
 ? Ritz, Richmond, Ind., Nov. 25
- December 7—13**
 3 Capitol, Worcester, Mass., Dec. 14
- December 14—20**
 9 Paramount, Atlanta, Ga., Dec. 16
 4 Strand, Muncie, Ind., Dec. 20
 3 Metropolitan, Houston, Tex., Dec. 17
 3 Texas, Houston, Tex., Dec. 17
- December 21—27**
 6 Victory, Salt Lake City, Utah, Dec. 22
 1 Century, Buffalo, Dec. 23
 39 Orpheum, Ogden, Utah, Dec. 24
- December 28—January 3**
 2 Alabama, Birmingham, Dec. 30
 3 Tivoli, Richmond, Ind., Dec. 30
 8 Idaho, Twin Falls, Idaho, Jan. 1
- January 11—17**
 4 Buffalo, Buffalo, Jan. 15
- January 25—31**
 ? Paramount, Los Angeles, Jan. 25
- February 1—7**
 ? Granada, San Francisco, Feb. 1
- February 8—14**
 15 Paramount, Salt Lake City, Utah, Feb. 12
- February 15—21**
 7 Tivoli, Michigan City, Ind., Feb. 21
- March 1—7**
 1 Seattle, Seattle, Wash., Mar. 1
 1 Portland, Portland, Ore., Mar. 7
- March 8—14**
 3 Paramount, Provo, Utah, Mar. 14
- March 15—21**
 15 Paramount, Ogden, Utah, Mar. 17

SURE SPACE-GETTER

Herman Wobber's boys on the Pacific Coast grabbed a lot of valuable publicity for the "Virginian" at the California Theatre by this invitation performance for Blind Institution of Berkeley. Many of the students were also deaf, in which case the story was signalled to them by monitors in each row. All the papers went for it in a big way. A good stunt to repeat if you have an institution of this kind in your vicinity.

Blind Children Thrilled When They 'See' First Talkie Film Showing 'The Virginian'



Opal Weller, left; Charles Kertes, right, both blind, with their teacher, Mrs. Marie Chisham, interested "spectators" of picture film. The students were among 100 who enjoyed the movie.

Youngsters From Berkeley School Gasp as Western Play Unfolds on California Screen

Opal Weller and Charles Kertes, students at the California School for the Blind, were among the first to see the new talkie film, "The Virginian," at the California Theatre yesterday. The students were among 100 who enjoyed the movie.

When at last they reached the theater each youthful face reflected a broad smile. Boys and girls alike they could scarcely wait until the hands helped them into the seats and they were seated in the front row of the balcony.

Inside the theater, teachers and students alike were distributed themselves. The students were seated in the front row of the balcony. The teachers were seated in the front row of the balcony. The students were seated in the front row of the balcony.

BLIND PUPILS TO 'SEE' TALKIE
 Braille instructors to help them enjoy movie

Blind Children Cheer at Talkie
 150 Movie from Showing at "Virginian," Star They "Read"

70 Blind Children 'See' Talkie Film
 Movie from Showing at "Virginian," Star They "Read"

LIGHT UNTO BLIND
 Movie from Showing at "Virginian," Star They "Read"

FANS SELECT OWN XMAS FILMS

As a Christmas gift to the patrons of the Publix Paramount Theatre in Marion, Indiana, Manager J. C. King conceived the idea of permitting them to select six pictures from the New Show World product for pre-holiday showing. He made a tie-up with the newspaper to carry a daily box with the list of eleven pictures, from which the six were chosen by popular vote. Fans whose lists most nearly matched the original bookings were awarded free tickets.

Free news item
 MONDAY, NOVEMBER 18, 1929

Movie Fans Rush to Aid in Selecting Pictures

Marion theatregoers already are coming to the aid of Santa Claus in selecting their Christmas entertainment at the Paramount theatre. And what do you think most of them want to see? On the basis of the first replies, which must have been mailed immediately following the announcement of the contest to

choose the six best pictures in the list of eleven considered by the Paramount, "It's a Great Life," starring the Duncan Sisters, and "Rio Rita," with Bebe Daniels, are sure to be among the six selected.

The contest, details of which are given in an advertisement on the theatre page of The Chronicle today is for the purpose of allowing Mar-

- March 29—April 4**
 1 Princess, Bloomington, Ind., Apr. 1
- April 12—18**
 1 Princess, Toledo, O., Apr. 14
 3 Rivoli, Muncie, Ind., Apr. 16
- April 19—25**
 1 State, Lexington, Ky., Apr. 20
- May 31—June 6**
 1 Granada, Salt Lake City, Utah, May 31
- June 7—13**
 ? Newman, Kansas City, June 11
 9 Palace, Dallas, Tex., June 8
- June 14—20**
 ? Royal, Kansas City, June 16
- July 19—25**
 1 Paramount, Youngstown, O., July 20
- July 26—August 1**
 24 Broadway, Gary, Ind., Aug. 1
- August 2—8**
 2 Colfax, South Bend, Ind., Aug. 4
- August 23—29**
 1 Paramount, Anderson, Ind., Aug. 20
- August 30—September 5**
 1 Palace, Marion, O., Aug. 30
- September 6—12**
 30 Sipe, Kokoma, Ind., Sept. 10
- September 13—19**
 22 Pinney, Boise, Idaho, Sept. 17
- September 27—October 3**
 3 Capitol, Salt Lake City, Utah, Sept. 29
 1 Harris Grand, Bloomington, Ind., Oct. 1
- October 4—10**
 2 Bailey, Buffalo, Oct. 8
 8 Kentucky, Lexington, Ky., Oct. 4

- October 11—17**
 1 Marion, Marion, O., Oct. 13
- November 1—7**
 ? California, San Francisco, Nov. 1
- Nov. 8—14**
 4 Strand, Pittsfield (as Publix), Nov. 9
 4 Paramount, New York City, Nov. 8 (really Nov. 19)
 3 Denver, Denver, Nov. 7 (really Nov. 20)
- November 15—21**
 1 Paramount, Idaho Falls, Idaho, Nov. 16
 4 Keith, Georgia, Nov. 18
 ? Olympia, New Haven, Nov. 21
 2 Paramount, Brooklyn, Nov. 19
- November 22—28**
 4 Palace, Canton, O., Nov. 22

NOVEL RADIO SKIT HELPS SELL FILM

A novel idea for radio broadcasts was developed by Walter C. Benson of the Strand Theatre of Pawtucket, R. I. He introduced, via the ether waves, "Si" Perkins, a vaudeville rube, who told the folks in appropriate dialect 'how' he and Harry had enjoyed the show and the service at the Strand Theatre the previous day, mentioned John Gilbert's love making, (His "Glorious Night" was the feature) and the 'perilousness of the attaches' who had conducted them to their seats.

Though used primarily to boost "His Glorious Night" the radio skit aroused so much comment that it is planned to run it as a regular feature now. The radio time was taken from the regular weekly broadcast and meant no extra cost.

Enthusiasm G greets Idaho Falls Opening

The opening of the Paramount Theatre in Idaho Falls, was the greatest thing that ever hit the town according to a report from Harry David, district manager, to divisional manager Ralph E. Crabbill.

A splendid spirit of enthusiasm was manifested by the local business men. It resulted in full hearted co-operation between the theatre executives and the Chamber of Commerce, the city officials, newspapers, and the merchants of the town. The opening was preceded by a civic demonstration. Credit for the opening goes to Messrs. Murphy, Fraser, and Nylan.

Show Layman's View Of the Film Business

Picture business, not as is, but as the majority of fans think it is, will be shown in First National's "Show Girl in Hollywood," now in production. Women appeal will be stressed and a 17-year-old girl from Trenton, N. J., with only three days picture experience, has been chosen as "technical advisor," to sit with Mervyn LeRoy, director, and give him the outsider's view of picture making and Hollywood.



Have you selected your Xmas Entertainment?

Win Free Tickets to the Paramount Theatre, by helping Santa select your Xmas entertainment. Below is a list of eleven big, all-talking New Show World pictures, from which Santa must pick the six biggest, for showing at the Paramount, from December 8th to 21st.

Santa asks you to help him and will award two free tickets to each movie-fan picking the six biggest hits from the following list of outstanding all-talking pictures. Make your selections now so that Santa can book the pictures you want for your Xmas entertainment, noting your six selections by placing an X opposite each picture.

- ☐ "RIO RITA," All-Talking, Singing screen version of the famed Ziegfeld Musical Comedy, featuring Bebe Daniels and John Boles.
- ☐ "RED HOT RHYTHM," a snappy, flashy, romantic, comedy drama of Tin Pan Alley, starring Alan Hale and Josephine Dunn.
- ☐ "POINTED HEELS," all-talking musical comedy of back-stage life with William Powell, Fay Wray, Skeets Gallagher and Helen Kane.
- ☐ "IT'S A GREAT LIFE," co-starring the famed Duncan Sisters, all talking musical comedy of back-stage life and vaudeville troupers.
- ☐ "GLORIFYING THE AMERICAN GIRL," an all color audible screen presentation of "Ziegfeld Follies" with Mary Eaton, Dan Healy, Eddie Cantor, Helen Morgan and Rudy Valee.
- ☐ "DARKENED ROOMS," an amazing mystery - thriller, featuring Evelyn Brent, Neil Hamilton and Doris Hill.
- ☐ "NAVY BLUE," William Haines and Anita Page co-starring in an all-talking comedy, with wise-cracking Haines in the U. S. Navy.
- ☐ "THE BATTLE OF PARIS" all-talking musical comedy, featuring Charles Ruggles and Gertrude Lawrence.
- ☐ "THE MIGHTY," George Bancroft in an all-talking underworld drama, with Esther Ralston, Warner Oland and Raymond Hatton.
- ☐ "TANNED LEGS," Ann Pennington, famed Ziegfeld Follies star in her first all-talking musical comedy film.
- ☐ "WOMAN TRAP," all talking, romantic melodrama, featuring Hal Skelly, Evelyn Brent and Chester Morris.

MY NAME IS.....
 MY ADDRESS IS.....
 Fill in your name and mail to Santa Claus % Paramount Theatre, P. O. 595.

Manager Sends Amorous Letters To Town Males

A letter, written in a woman's handwriting, on pink stationery, was mailed to numerous Jacksonville residents by Al Weiss, Jr., manager of the Publix Florida, to

exploit Greta Garbo's "The Kiss." The mash note was on the first sheet of the folded letter, and the reader turned the sheet to complete a sentence, a printed sheet, with copy about the picture playdate, etc. was seen. Much favorable comment resulted.

ANOTHER SUNDAY COIN-GETTER

Two sample ads run in Chicago papers to stimulate Sunday matinee business, are pictured below. These ads, composed by Publix Balaban & Katz advertising men, literally talked thousands into attending the "new Sunday theatre-going hour." Adapt this for your copy.

There's a New Sunday Theater-Going Hour in these BALABAN & KATZ THEATERS



Last Sunday thousands of our patrons adjusted their theater-going hours and came, with their family parties, between 11 a. m., the opening hour, and 4 p. m. They found seats available immediately and without waiting. COME, TODAY, BEFORE 4 p. m. for De Luxe Shows and PROMPT SEATS -BALCONY OR MAIN FLOOR.



Have You Readjusted Your SUNDAY THEATER-GOING HOURS? Thousands of our patrons are taking advantage of the new schedules arranged since the end of daylight saving time. PROMPT SEATS TOMORROW, from 11 A. M. to 4 P. M. in the BALABAN & KATZ LOOP THEATER

'SWEETIE' RADIO HOUR STAGED IN GREELEY

"Trying to sell the school angle of 'Sweetie,'" C. T. Perrin manager of the Sterling Theatre of Greeley, Colo. arranged a combination "Sweetie"—College Hour on the radio the Saturday evening before the Monday opening.

The announcer first wrote to all the schools in the vicinity asking for their school songs and explaining the idea to them. Enthusiastic and immediate response was the result.

The songs from the picture were plugged, the picture itself was boosted during the hour, well known college songs were played and dedicated to the colleges and universities they represented, and the college angle of "Sweetie" was given as the inspiration for such a program.

To check results, two passes were offered to the persons who telephoned first from the surrounding towns. A good many calls certified to the many listeners-in.

ENTERTAINMENT TRAIN IN OGDEN

Although rain, snow, sleet and hail met the Entertainment Special at Ogden, Utah, it was accorded a civic ceremonial welcome by the mayor and other high town officials, that was witnessed by hundreds of residents.

A parade of fifteen bannered autos, supplied by the local dealers, led the parade through the town and to the leading hotel, where the mayor delivered his welcoming address. The next day, the sound train visited all the public schools, institutes and the State School for the Deaf and Blind. Pictures and stories broke in all papers.

Tie-Up With Bus Line Aids 'Welcome Danger'

A local bus line tie-up during the running of "Welcome Danger" was effected by Mrs. H. K. McWilliams of the Toledo Paramount. Heralds reading, "Ride the Short Way Lines to hear Harold Lloyd in his first talking picture 'Welcome Danger' at the Toledo Paramount Theatre week of November 8," and one sheets containing the same copy were posted in bus stations and on the coaches.

There was no cost to the theatre other than the printing.

SMART SPECIALIZED SELLING!

Publix showmen might well take an example from the smart sales methods employed in merchandising this picture. All pictures can not be sold the same way. Variety in anything, and particularly in advertising, is a good thing. Don't approach every picture with the same routine ideas of merchandising. Study it carefully, take in consideration the nature of your audience, discover the best form of appeal for that particular picture and sell it accordingly.

This Lady Lies

and she loves with all the power of her soul!

TODAY you will see a Paramount production that will live long after other great pictures have been seen and forgotten.

TODAY you will meet a great star, whose emotional power has already stamped her as the greatest find of the ALL-TALKING SCREEN.

TODAY—SEE AND HEAR

The LADY LIES

It was a sensational stage play—IT IS A MOST UNUSUAL TALKING PICTURE AND SETS A NEW STANDARD FOR THE MODERN SCREEN. It tells frankly, fearlessly of an "Alluring Lady" who loved blindly, with no thought of the future or convention.

COME—SEE—HEAR and BE BEWITCHED by

CLAUDETTE COLBERT

New York stage idol—the screen's newest sensation.

She is fascinating, lovely, with the vivacious lure of a CARBO. Her soft, seductive voice, even when she lies to hold the man she loves, casts a spell of unforgettable romance.

The cast includes WALTER HUSTON, CHARLES RUGGLES

ORIENTAL RANDOLPH near STATE ST.

We Predict!

TOMORROW

Paramount presents at the ORIENTAL THEATRE a most daring and unusual screen subject—

"THE LADY LIES"

A frank and fearless discussion that will live long after other great pictures have become but dim memories of the past.

We Predict!

TOMORROW

a new star appears on the horizon of the talking screen CLAUDETTE COLBERT, idol of the New York stage—a

genius, destined to occupy the topmost place in the motion picture world. Her charm is fascinating, her soothing voice alluring, her brilliant performance in "THE LADY LIES" is nothing short of perfection.

ORIENTAL RANDOLPH NEAR STATE

Faced with the problem of selling an unusual picture with great box office possibilities, Publix-Balaban and Katz Advertising Department decided to use a varied form of appeal to merchandise "The Lady Lies," at the Oriental Theatre.

To do this, the Oriental Theatre ad was taken out of the regular combination ad for the day prior to and again on the day of the opening. On the day before the opening, the prediction ad shown above was run above the combination ad. The large ad shown above was run on the opening day. This departure from the regular method of advertising evidently intrigued and attracted the attention of the public because the opening was exceptionally good. Since the picture itself was excellent entertainment, it rolled up a smart gross for the Oriental theatre and turned a neat profit on the picture which, but for the handling, might have done average business only.

Traffic Ticket

The smiling features of Maurice Chevalier appeared on each ticket for the opening of "The Love Parade" at the Criterion Theatre in New York. The pasteboards were traffic tickets, as well as admission vouchers, since the note at the bottom granted purchasers the privilege of making right or left turns on Broadway at the theatre. This novel feature brought wide discussion and some newspaper space.



MAURICE CHEVALIER will appear and greet you personally at the World Premiere of "THE LOVE PARADE"

CRITERION THEATRE BROADWAY AND 44TH STREET

TUESDAY 8:45

EVENING O'CLOCK

NOV. 19 1929

Admission . . \$10.00 Gov. Tax . . . 1.00 TOTAL . . 11.00

If sold or resold in violation of the provision of the Theatre Ticket Ordinance, approved Dec. 28, 1918, this ticket will be refused at the door.

ORCHESTRA

CRITERION THEATRE

ADMISSION . . . \$10.00 Gov. Tax . . . 1.00 TOTAL . . . 11.00

GOOD ONLY - WORLD PREMIERE

Tues. Eve. Nov. 19, 1929

O 108

The purchaser of this ticket is granted the privilege of making a right or left turn at Broadway and 44th Street to conveniently arrive at the Criterion Theatre on the evening of this performance.

AIR PORT MEN PLUG 'FLIGHT' IN UTAH

Tying up with the local airport, the inter-urban car companies, various store keepers, ticket agencies, and the Western Union offices, George E. Carpenter, manager of the Capitol Theatre, Salt Lake City, Utah, put across a very effective campaign during the showing of "Flight."

The exploitation was effected as follows. Two days in advance of the opening, a midnight show was given to three hundred pilots, mechanics, and other employees of the local air port. As a token of appreciation the air port sent two planes over the city at opening time and at various intervals during the day. Another plane was obtained for display purposes on top of the marquee.

In addition, arrangements were made with the officials of the three interurban trolley lines making possible excursion rates during the run of the picture. To derive the fullest benefit from this, window displays were made in all stores within a radius of sixty miles, much to the gratification of the transportation people.

The picture was played up in Western Union offices with a comparison, on cards, of the speed of their service with the speed of "Flight."

Helping Carpenter with the exploitation was Ray Hendry of the Granada Theatre, to whom the picture had originally been booked.

HAL SKELLY WILL PLAY 'SHOW OFF'

Bringing to the screen a familiar American character and a typical American family "Men Are Like That" is an extremely human screen story, according to word from Arch Reeve.

It is based on one of the most successful plays ever produced in New York, George Kelly's, "The Show Off." It tells the story of a four-flusher, a back-slapping, blustering, bluffing pest who knows everybody, takes part in everything, and through sheer brass and a most unusual combination of circumstances manages to make good at the end.

Hal Skelly, who was Skid in the stage play "Burlesque," and in the screen adaptation, "The Dance of Life," plays the man, whom men, according to the title, are like.

Noted Song Team Get Paramount Contract

Paramount has just signed the musical team of L. Wolfe Gilbert and Abel Baer for work at the West Coast studios. Gilbert is well known for his "Ramona," "Waiting for the Robert E. Lee," and "Lilac Time," while Baer has collaborated with Gilbert on "Lucky Lindy," "Hello Aloha," and "If You Believe in Me."

Gilbert and Baer will start work immediately preparing original musical compositions for sound pictures. No announcement has yet been made regarding the productions they will be engaged in.

OLYMPIA TO PARAMOUNT

The Publix Olympia in New Haven, Conn., is the most recent de luxe operation to change its name to the Paramount.

NEW LOCATION

J. A. Koerpel, district manager of Youngstown, Marion, and Canton, Ohio and Lexington, Ky., is now located at 1623 Euclid Ave., Suite 800, Cleveland, Ohio.

NEW RELEASES - PUBLIX DISCS

Record No.	Titles	Artists	Type
1048 P	WHEN THE REAL THING COMES YOUR WAY (Illusion)	Lew Barker	Dance-Voc.
	REVOLUTIONARY RHYTHM (Illusion)	Lew Barker	Dance-Voc.
1050 P	WHAT WOULDN'T I DO FOR THAT MAN (Applause)	Annette Henshaw	Vocal
	MOANIN' LOW (Little Show)	Kate Smith	Vocal
1051 P	LOVE YOUR MAGIC SPELL IS EVERYWHERE (Trespasser)	Paramounters	Dance
	HOW AM I TO KNOW (Dynamite)	Paramounters	Dance
1055 P	ALMA MAMMY (Sweetie)	Paramounters	Dance-Voc.
	SWEETER THAN SWEET (Sweetie)	Paramounters	Dance-Voc.
1057 P	HE'S SO UNUSUAL (Sweetie)	Patsy Young	Vocal
	I THINK YOU'LL LIKE IT (Sweetie)	Patsy Young	Vocal
1058 P	LOVE PARADE (Love Parade)	Paramounters	Dance
	DREAM LOVER (Love Parade)	Paramounters	Dance
1059 P	H'LO BABY (Forward Pass)	Publix Ten	Dance-Voc.
	I'LL CLOSE MY EYES TO THE REST OF THE WORLD	Publix Ten	Dance-Voc.
1060 P	RIO RITA (Rio Rita)	Paramounters	Dance-Voc.
	IF YOU'RE IN LOVE, YOU'D WALTZ (Rio Rita)	Paramounters	Dance-Voc.
1061 P	I CAME TO YOU (Skin Deep)	Paramounters	Dance-Voc.
	THERE MUST BE SOMEBODY WAITING (Glorifying The American Girl)	Paramounters	Dance-Voc.
1062 P	I DON'T WANT YOUR KISSES (So This Is College)	Paramounters	Dance-Voc.
	UNTIL THE END (So This Is College)	Paramounters	Dance-Voc.
1063 P	IF I CAN'T HAVE YOU (Footlights and Fools)	Paramounters	Dance-Voc.
	I MAY BE WRONG—I THINK YOU'RE WONDERFUL (Anderson's Almanac)	Paramounters	Dance-Voc.
1064 P	SOMEBODY MIGHTY LIKE YOU (Paris)	Publix Ten	Dance-Voc.
	MISS WONDERFUL (Paris)	Publix Ten	Dance-Voc.
1065 P	CHANT OF THE JUNGLE (The Untamed)	Paramounters	Dance-Voc.
	WONDERFUL SOMETHING CALLED LOVE (The Untamed)	Paramounters	Dance-Voc.

THEATRE HOLDS BRIDGE TEAS

A number of bridge teas, held in the lounge of the Publix Florida Theatre in St. Petersburg, by Manager Richard Dorman and presided over by the leading society woman in town, noticeably increased receipts and created a great deal of good will.

Local merchants donated prizes as well as refreshments to the great number of women who attended the teas. Society editors of the daily newspapers, devoted considerable space to the stunt and published the daily guest list at the end of each story. Other stories also broke. Those desiring reservations at the bridge teas, wrote to the home of the hostess, who in turn advised them as to the time of the teas, so that the theatre performance could be witnessed prior to the games.

Star Interview Is Again Performed In Buffalo

Another long distance telephone interview, this time with Harold Lloyd, obtained for Charles B. Taylor, Publicity Director of the Publix Shea Buffalo, a two column photo, and publication of the conversation in the Buffalo Times, in connection with the opening of "Welcome Danger."

This stunt has been printed in PUBLIX OPINION before and can easily be worked in co-operation with your local paper.

HINCHMAN FOR KAHN

Robert D. Hinchman, formerly manager of the Publix LeClaire, Moline, Ill., was recently transferred to the Publix Sipe, Kokomo, Ind., relieving Mr. Kahn, who is no longer connected with the Theatre Management Department.

YOU HAVE THE
MERCHANDISE
SELL IT!

Publix



Opinion

The Official Voice of Publix

YOU HAVE THE
MERCHANDISE
SELL IT!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of November 29th, 1929

No. 12

Essentially, showmanship is salesmanship. With the stupendous product at his disposal, and the excellent merchandising opportunities afforded him by the nation-wide post office tie-up, no man in Publix can justly call himself a "showman" if he doesn't "sell" the December-Drive in his town. —DAVID J. CHATKIN, General Director of Theatre Management, Publix Theatres Corp.

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

BENJ. H. SERKOWICH, Editor

J. ALBERT HIRSCH, Associate Editor
Contents Strictly Confidential

NEWS IS OUR COMMODITY

News items that instruct, entertain or have interest of any nature, are just as much of a commodity as beans or coal. That commodity is needed by your company in providing your PUBLIX OPINION, every week. It can only get a return on its investment if the publication can earn your approval, cooperation, or criticism—anything, just so it holds your lively interest. To get that interest, it must have news of your activities, or the things that you are interested in. Naturally it must be limited to company affairs, and showmanship.

Therefore, since your official activities are as much the property of the company as is PUBLIX OPINION, news or matters of general interest that are properly printable belong first to PUBLIX OPINION. If you neglect to promptly report it, or permit the news-commodity which might be in your custody to lodge elsewhere, you are not doing your duty to your company. Where this happens, it is the responsibility of this publication to report the dereliction to the proper company officials, for disciplinary attention. If PUBLIX OPINION is "scooped" on news that you should have sent first to us, you have in that measure destroyed reading-interest in your own publication.

If PUBLIX OPINION is to have value to you, it must also have your protection, and your willingness to contribute in accordance with your ability. Certainly it is folly to deprive your own medium of the sole commodity that gives it life, or to lessen the value of that commodity by permitting it to be first made generally known elsewhere. It is YOUR newspaper! You own it! YOU are one of its editors and idea-givers. Support it regularly and nourish it with your brains.

PICTURE CONSCIOUS!

Make your city PICTURE CONSCIOUS!

You can do a mighty job for your theatre and for your organization by instilling a desire in the citizenry of your city for motion pictures.

And incidentally you'll be doing the good people of your city a darn good turn.

Recreation is a necessary part of living today. And no one will argue with you against the fact that seeing a good picture show is recreative, stimulating and enjoyable on the whole.

Nor is it particularly hard to instil this desire. Motion picture news in the daily papers feeds the desire and creates talk. Get as much motion picture news printed as you possibly can. Get it for the pictures you are plugging—BUT GET IT and GET IT PRINTED. The industry you are a part of is one of the great wonders of the world. It teems with feature stories, news stories, and special articles. This sort of propaganda is the type of material that makes for new customers.

Of course, you must always figure on getting the people to YOUR THEATRE, but at least half the battle is won for you when you've made them motion picture patrons.

NON-THYNK, IS RIGHT

"Anyway, we haven't any non-thynk showmen in Publix!" observes Mickey Finn, the feenamint kid, who came back to us a few days ago, figuring that we might blow him to a Christmas Gift! What'll we do about him, boys!

SOUND TIPS

From Publix Department of
Sound and Projection.
HARRY RUBIN, Director

SOUND BULLETIN No. 36 Watch Disc End

With the approach of colder weather it will be necessary to give the disc end of your sound system a little more attention.

Under your turntable is a dash-pot, in which metal vanes turn with the turntable in a bath of heavy oil. The idea is to filter out any stray vibration that may get thru the flexible coupling, preventing all flutter in disc reproduction.

When a booth is left cold over night the oil in this dash-pot thickens. When the motor is started up in the morning, the increased resistance throws a heavier strain on the rubber connectors of the flexible coupling. These are likely to break or to twist off, necessitating a rush repair before the show opens. Altho the friction of the vanes passing thru it thins out the oil again soon after the motor is started, the initial strain on the rubber couplings quite frequently shows up a bit later, and the couplings snap or twist off in the first hour or two, stopping the show.

The records show not merely one, but sometimes several interruptions a day from this cause. When a coupling snaps during the performance it will naturally be replaced in a hurry, and may snap or twist off a second time due to poor line-up.

If your booth gets cold overnight, hang an electric light, something around 150-watt size, under the turntable, with the glass in contact with the metal of pedestal. This will keep the oil inside at a suitable temperature. A small electric heater with its beam directed against the pedestal will do equally well. In addition, start your machines on "variable" as soon as you come in, running them just as slowly as possible for about ten minutes.

Inspect your rubber couplings at least once a day in cold weather. Tighten up any that show signs of loosening. Replace promptly any that show signs of weakening under strain, of stiffening with age, or of oil-saturation.

CRABILL GETS COLORADO

The Colorado District, including Cheyenne, Colorado Springs, Grand Junction, Greeley and Pueblo, are now included in the Division under Ralph E. Crabill.

AT YOUR NEW YORK THEATRES

WEEK OF NOV. 29

THEATRE	PICTURE
Paramount	Applause
Rialto	The Trespasser
Rivoli	Taming of the Shrew
B'klyn Paramount	Applause
Criterion (\$2)	The Love Parade

FILE THIS! IT WILL HELP PLAN PROGRAMS

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

LENGTH OF FEATURES

Record No.	Subject	Make	Foot-age	Runn'g Time
	Halfway to Heaven—8 reels (AT)	Paramount	5935	66 min.
	Glorifying American Girl—10 reels (AT)	Paramount	8610	96 min.
	Painted Faces—8 reels (AT)	Tiffany	6540	73 min.
	Seven Faces—9 reels (AT)	Fox	7900	88 min.
	Sally—12 reels (AT)	First Nat'l	8992	100 min.
	(AT)—All Talking			

LENGTH OF TALKING SHORTS

PARAMOUNT				
	News No. 33		875	10 min.
	Marching to Georgie		1840	21 min.
WARNER				
907	Fred Keating—"Illusions"		850	10 min.
910	Geo. Roesner—"The Falling Star"		720	8 min.
915	Long & Heeley—"Who's Who"		545	6 min.
919	Zelda Santley—"Little Miss Everybody"		700	8 min.
UNIVERSAL				
	Christmas Cheer		1790	20 min.
MGM				
	Doll Shop		1745	19 min.
	Bouncing Babies		1865	21 min.
PATHE				
	Santa's Toy Shop		500	6 min.
Length of Synchronous Shorts				
PUBLIX				
	Thanksgiving		300	3 min.
FITZPATRICK				
	Johannes Brahms		950	11 min.
Length of Non-Synchronous Shorts				
PARAMOUNT				
	News No. 33		785	9 min.

PARADE, TIE-UPS FOR NEWPORT, R. I.

National Publix Week in Newport, R. I., caused considerable comment and obtained plenty of free advertising for the Publix Paramount there, due to the efforts of David J. Dugan, manager and Melvin Morrison, assistant manager.

An automobile parade of 32 cars was staged; an aeroplane flew over the city and dropped theatre heralds; the lobby was decorated in holiday fashion; co-operative pages were secured in the local paper, and many window

displays throughout the city, exploited the feature, "The Virginian."

KENNEBECK MOVED

Irving Cohn has succeeded Frank Kennebeck as manager of the Publix State Theatre, Omaha, Neb. Kennebeck replaced R. I. Hinchman at the Publix LeClair, Moline, Ill.

HINES AT "MET."

The Publix Metropolitan Theatre, Boston, Mass., recently obtained the services of Gabriel Hines for Guest Conductor. During Hines' stay, Arthur Geissler, House Conductor, will play as member of the orchestra.

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